

# PRINTERS' INK

Registered U. S. Patent Office

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NEW YORK, OCTOBER 15, 1931

No. 3

## How to Determine the Value of Good-Will

A Discussion of the Factors That Influence This Intangible Item—Part I

By Andrew M. Howe

ANY firm of accountants will tell you how much the good-will of your company is worth. But call in two accountants and you are likely to get two entirely different valuations. There is no standard formula that is applicable to every condition or that takes into consideration every factor.

The accountant's generally accepted definition of good-will is that given by Percy B. Leake, British accountant and author: "Good-will, in its commercial sense, is the present value of the right to receive expected future super-profits, the term 'super-profits' meaning the amount by which future revenue, increase, or advantage, to be received, is expected to exceed any and all economic expenditure incidental to its production." This definition is sufficiently comprehensive to include most of the elements regarded as creating good-will. But it is too indefinite to solve automatically all the problems of the man who wants to set a value on his company's good-will.

A more easily understood definition, and probably a much better one, was given by A. C. Ernst, managing partner of Ernst & Ernst, accountants, in his authoritative article in *PRINTERS' INK* of March 19, 1925, on "Good-Will and Its Valuation." His definition was: "Good-will may well be termed the personality of business. It is the product of growth founded on the power and the will

to serve. In the final analysis, it is value built up through outstanding service that is reflected in many ways. It is a reflection of quality of product or service, progressive methods, fair dealing, a high standard of character and efficient management and personnel."

As stated, every accountant has his own formula which is elastic enough to be made to fit every situation as that particular accountant sees it. But the simplest formula of all, and the one probably most commonly used, is the following: "Good-will as an item on the balance sheet is worth whatever you think it is worth. Good-will in a sale or merger is worth all you can get for it."

Good-will, then, in its bare elements is largely a matter of guess and personal opinion. In determining its value there are many tangible factors that must be taken into consideration and there are rules that are generally followed by accountants, yet in the last analysis the final figure is a guess. It is partly because they recognize this fact that so many companies carry the good-will item on their balance sheets today at \$1, or not at all. This does not mean, of course, that the management places no value on its good-will. Were one of these companies to be sold or merged with another, the determination of the value of good-will might very well be the most important single factor in fixing the final purchase price.

Certainly the good-will created

for such trade names as Canada Dry, Cream of Wheat, Listerine, Kodak, Eveready, Gold Dust, Auburn and Camel, to mention only a few, is worth many millions of dollars. On the balance sheets of the companies making the products bearing these well-known and highly respected names, however, good-will is listed either at the nominal sum of \$1 or not at all.

There are those who believe that good-will has no value whatsoever until a business changes hands. And the amount of the figure might very well vary considerably depending on certain conditions of the merger or sale, including who the new owners are to be. They believe, also, that it is not only impossible, but misleading to stockholders and others, to try to place any valuation on this intangible item when no sale is contemplated. According to the best accounting practices, the good-will of a certain company might be placed at \$5,000,000, yet

the purchaser of the assets of that company might intend so changing the structure and practices that the good-will would be worth to this purchaser only a few thousand dollars or even be valueless. On the other hand, another purchaser might so manage the company that the good-will item to him would be worth ten million or more dollars. It all depends on many unpredictable factors.

It has happened many times that a high price has been paid for the assets of a company, the principal asset being a well-known trademark, and that the purchaser in a very short time has, through carelessness or ignorance, lost all of the good-will surrounding the name. A notorious example occurred in the textile industry a few years ago.

Two of the leaders in a certain branch of the apparel field were merged. Both had built up wide and favorable acceptance for their particular brands of merchandise. Big

#### How 150 Companies Valued Good-Will on Their Balance Sheets in Their Annual Reports for 1930

Abraham & Straus, Inc.	
Good-will .....	\$1.00
Air-Way Electric Appliance Corp. and Canadian Subsidiary	
Licenses, Patents, Trade-marks, etc. ....	\$192,944.47
Less: Allowances for Amortization .....	134,267.81
Allied Chemical & Dye Corporation	
Patents, Processes, Trade-marks, Good-will, etc. ....	21,305,942.61
Altorfer Bros. Company	
Patents Less: Reserve for Extinction .....	63,712.53
Alfred Decker & Cohn, Inc.	
Good-will, Trade Names and Trade-marks .....	1.00
Amalgamated Leather Company, Inc.	
Trade-marks, Good-will, etc. ....	5,000,000.00
American Chiclet Company	
Good-will, Patents and Trade-marks .....	1,500,000.00
American Rolling Mills Co. and Subsidiary Companies	
Good-will and Patents .....	1.00
American Tobacco Company	
Brands, Trade-Marks, Patents, Good-will, etc. ....	54,099,430.40
American Writing Paper Company	
Good-will, Trade-marks, etc. ....	1.00
American Chain Company	
Good-will, Patents .....	2,428,846.00
American Safety Razor Corporation	
Good-will, Patents and Trade-marks .....	7,468,001.00
Anchor Cap Corporation	
Patents and Patent Rights as Valued by Board of Directors	
Less: Amortization of Cost .....	5,300,709.78
Armstrong Cork Company and Domestic Subsidiaries	
Good-will .....	624,772.31
Arcturus Radio Tube Company	
Patents and Patent Rights, Development and Experimental, Expenses, etc., and Sundry Prepaid Expenses .....	319,286.08
Atlas Powder Company	
Good-will, Patents, etc. ....	3,125,342.51
Auburn Automobile Company and Subsidiary Companies	
Good-will .....	1.00
A. G. Spalding & Bros., and Subsidiaries	
Patent Rights .....	65,042.25

*Running along, year in, year out*

# Selling More Papers

Government statements for October 1, 1931, show the Providence Journal and Evening Bulletin growing, as usual. The daily combination averaged 133,962 for the six months, or 2.8% more than in 1930. The Sunday Journal averaged 92,328, an increase of 5.7%.

The only inducements ever offered for buying these papers are the news and feature interest and the good things advertisers present.

These aren't general boom days for circulations. The next two Rhode Island dailies lost 4.3% and 1.3% respectively.

Analyses showing what kind of folks read the Journal and Bulletin, and what they spend for various commodities, will be mailed promptly on request.



## Journal-Bulletin FAMILIES

*In Providence*

**19 OUT OF 20**

*In Rhode Island*

**2 OUT OF 3**

of all families  
who read English

*The* **PROVIDENCE**  
**JOURNAL and BULLETIN**

*Dominating* **New England's Second Largest Market**

R.I.

### Representatives

**CHAS. H. EDDY CO.** **R. J. BIDWELL CO.**  
 Boston • New York • Chicago    San Francisco • Los Angeles • Seattle

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65,042.23

things were expected of the merger and a high valuation was placed on the stock of the company that was being absorbed. The stock of the other company soared in anticipation of the increased revenue that seemed certain to accrue to the combined companies.

But one important factor had been overlooked. These two companies had grown, each one successfully, with entirely different sales policies. One had secured distribution and acceptance for its trade-marked product by means of an energetic, capable and loyal sales force; the other company had no salesmen at all, securing its distribution by mail.

Naturally, when the management of this latter company assumed control of the affairs of the company that had a large and seemingly expensive sales force, the first thing it considered was reducing this expense. The management thought that the mail-order meth-

ods which it had been using successfully could be applied with equal success to the other company. So the entire sales force was discharged.

This move resulted in an immediate saving of quite a few thousand dollars. But it resulted, within a year, in the loss of not only much more than this immediate saving but of something that, once lost, can seldom be regained—the good-will that had been so carefully acquired by the absorbed company over a period of many years.

Most of the salesmen who were let out had been calling on their trade for a number of years. They were respected and popular. The dealers were practically all in sympathy with the unfortunate salesmen who complained about the "dirty deal" they had received at the hands of the merger management. When these salesmen went

(Continued on page 126)

Beatrice Creamery Company and Subsidiary Companies	
Good-will Purchased .....	\$2,182,202.48
Beech-Nut Packing Company	
Patents, Trade-marks, etc.....	220,643.77
Belding Heminway Company	
Good-will .....	1,053,855.78
Bon Ami Company and Subsidiary Companies	
Good-will, Trade-marks and Copyrights.....	2,850,001.00
Borden Company and Subsidiary Companies	
Trade-marks, Patents and Good-will.....	7,000,000.00
Brunswick-Balke-Collender Company	
Patents, Good-will, etc.....	1.00
Brillo Manufacturing Company, Inc.	
Patents, Trade-marks and Good-will.....	537,376.03
Bunte Brothers	
Trade-marks and Good-will.....	1,000,000.00
Bush Terminal Company	
Good-will .....	3,000,000.00
Canada Dry Ginger Ale, Inc. and Subsidiary Companies	
Good-will, Trade-marks, etc.....	1.00
Case Company, J. I.	
Patents, Designs, Devices, etc.....	1,044,422.71
Caterpillar Tractor Co.	
Patents, Trade-marks, Good-will, etc.....	1.00
Celanese Corporation of America	
Patent and Development Expenses.....	1,626,256.34
Certain-teed Products Corporation and Subsidiaries	
Good-will, Trade-marks, etc.....	1.00
Chrysler Corporation	
Good-will .....	25,000,000.00
Cluett, Peabody & Co., Inc., and Subsidiary Companies	
Good-will, Patents, Trade-marks, etc.....	6,000,000.00
Coca-Cola Company	
Trade-mark and Good-will (Increased due to acquisition of additional subsidiaries).....	23,116,807.57
Colgate-Palmolive-Peet Company and Subsidiaries	
Good-will, Patents, Trade-marks, etc.....	—
Commercial Solvents Corporation and Subsidiaries	
Good-will and Patents.....	1.00
Congress Cigar Company, Inc.	
Good-will and Trade Name.....	1.00
Continental Baking Corporation and Subsidiaries	
Patents, Formulae, Good-will, etc.....	10,824,607.43

(Continued on page 118)



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## Iowa is wild about FOOTBALL!

Sport fans in Iowa turn to The Des Moines Register and Tribune for football news and pictures. Vivid reports by famous football names . . . Tad Jones of Yale . . . Pop Warner of Stanford . . . Zuppke of Illinois . . . Harper of Notre Dame . . . Alexander of Georgia Tech . . . Stagg of Chicago, and others who keep Iowans informed about teams the country over.

Each week-end finds a staff of Register and Tribune writers perched on stadium tops all over Iowa, watching end runs, off tackle slashes so that Iowa fans may know what every Iowa high school and college is doing on the gridiron!

Football pictures galore! Nine Register and Tribune photographers follow the pigskin across Iowa football fields. Other picture makers climb into Good News II, The Register and Tribune plane, so that pictures of Saturday's games may be printed Sunday morning!

From the Mississippi river on the east, to the Missouri river on the west, Iowans look to The Des Moines Register and Tribune for complete football news!

## The Des Moines Register and Tribune

Daily 246,757

Sunday 212,244 A. B. C.

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## *Advertising and Marketing Counsel*

. . . . Product research, on-the-ground study of markets and merchandising, and complete advertising service in newspapers, magazines, radio, and outdoor . . . The J. Walter Thompson Company is an organization of more than eleven hundred people, located in twenty-five offices in the market centers of the world.

*Total population in the areas served by these  
offices—one billion four hundred million*

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CHICAGO

ST. LOUIS

BOSTON

CINCINNATI

SAN FRANCISCO

LOS ANGELES

MONTREAL

TORONTO

LONDON

PARIS

MADRID

STOCKHOLM

COPENHAGEN

BERLIN

ANTWERP

BUENOS AIRES

SAO PAULO

ALEXANDRIA

PORT ELIZABETH

BOMBAY

BATAVIA

SYDNEY

WELLINGTON

LATIN-AMERICAN

&amp; FAR EASTERN

DIVISION . . .

420 Lexington Ave.,  
New York**J. WALTER THOMPSON COMPANY**

NEW YORK • 420 Lexington Avenue • 1 Wall Street

# Should the Radio Program Evolve from the Product?

The Answer Would Be "Yes" If Irrelevant Programs Weren't Also Successful

By Preston H. Pumphrey

Manager, Radio Department, Fuller & Smith & Ross, Inc.

WHEN advertising men discuss broadcasting one is likely to hear the statement: "A radio program idea should grow out of the product advertised." Another member of the group will agree, saying that to call the same orchestra "Rag Pickers" on Monday night, "Umbrella Menders" on Wednesday night, and "Time-Keepers" on Friday night, in the interests of three different advertisers, doesn't provide any of them with a program sufficiently distinctive to produce effective advertising. It will be said that radio programs which aren't relevant to the product are one of the greatest wastes in broadcasting.

Certain advertisers have radio "naturals." The product cries aloud for direct sampling on the air. The magazines *Time*, *Liberty*, *True Story*, *Collier's*, *The Literary Digest*, and *Detective Story*, have programs that sample their contents. They give the audience a taste of the entertainment between their covers. On New York stations, Postal Telegraph, advertising its theater-ticket service, built its program around the theatrical personalities and productions that could be seen by the use of Postal Telegraph ticket service. Radio sampling. A maker of musical instruments might use the same method. When the product advertised can be translated so readily into audible entertainment, almost invariably the advertiser builds his program about his product.

Not all advertisers, however, are so fortunate. Few of them have radio "naturals." But many advertisers have made their company and their products a prominent part of the broadcast through the use of situations related to the product.

The Pacific Coast Borax Company's selection of a program idea is typical of one method by which the company and its product may be brought into the entertainment picture. In "Death Valley Days" it dramatizes many a romantic and humorous episode connected with the company's pioneering operations.

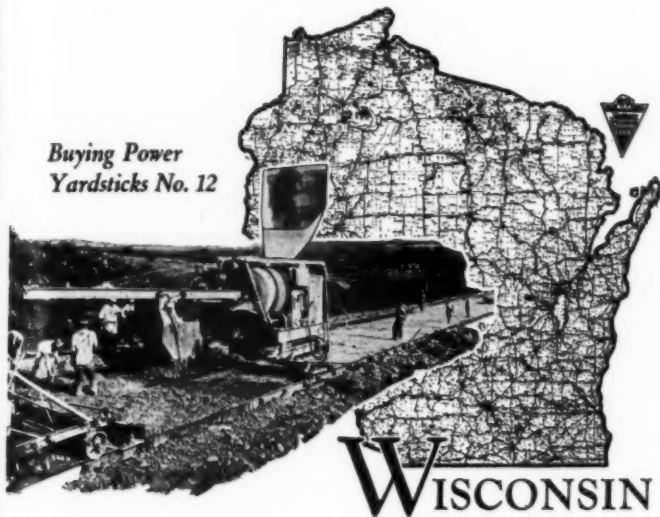
## The Product in Use

Other advertisers have found a program idea that shows the product in use and weaves the advertising story into the entertainment. Clicquot Club, "The Night Club of Eskimo Land," provides an appropriate setting for ginger ale as well as for banjo-playing Harry Reser, and wise-cracking Raymond Knight. How smoothly Blackstone cigars are drawn into the narrative when the listener follows Julia Sanderson and Frank Crumit to the Blackstone Plantation! I actually have gone into the kitchen and made a cup of coffee after hearing Dr. Watson and Sherlock Holmes finish one of their adventures over a cup of G. Washington's coffee.

Still other advertisers set their programs in scenes suggestive of their products, though the product itself cannot act either as a character in the program or as one of the dramatic properties. Such, for example, is the Barbasol program, featuring a barber-shop quartet. Would this quartet be as effective without this distinctive program idea? Such also is the Dutch Masters program, with its setting in the shop of an old tobacconist.

The Fuller Brush Company is one of the few manufacturers to build the program around its salesmen; here the program idea puts the Fuller Brush Man into the entertainment. The method has much to commend it where getting the

*Buying Power  
Yardsticks No. 12*



**WISCONSIN**

## *Fifth in Surfaced Road Mileage*

**WISCONSIN**, during 1930, surfaced 1,825 miles of highway—more than any other state in the union. This state now ranks *fifth in total miles of surfaced roads* although it is twenty-fifth state in area.

Wisconsin has an automobile for each 3.7 persons as compared to the national average of one for each 4.5 persons.

This combination of better-than-average roads and above average automobile ownership indicates that Milwaukee and Wisconsin people rate near the top in buying power—that they have the transportation facilities which make retail outlets easily accessible and the spending habit which makes for maximum response to advertising.

Advertising in this market is more economical, too, because *The Journal* alone sells the Greater Milwaukee area thoroughly.

**THE MILWAUKEE JOURNAL**

*It* **FIRST BY MERIT** *It*

interview with the prospect is the major problem.

Some manufacturers have injected their products into the radio program through the use of entertaining speakers. Floyd Gibbons describes the General Electric Laboratory in terms as romantic as he would use in a war dispatch. For the Libby-Owens-Ford Glass Company, he relates accidents caused by flying glass with the same graphic strokes he uses to describe his own adventures and narrow escapes. Chase & Sanborn employed the late Dr. Dorsey to lift their commercial message into the entertainment classification, and a great many sponsors of daytime programs follow some modification of this same plan.

These are the leading methods now used to tie the radio program closer to the product advertised. Inevitably they grow from specialized program ideas, but they are distinguished from the usual radio program idea by their close relation to the advertiser's product.

In contrast, there are many distinctive program ideas which apparently have no direct connection with the product advertised. It would seem that these ideas would be as productive for the makers of totally diverse products sold to the same general market, as they are for their present sponsors.

The advertiser might logically conclude that he wants a program so distinctive that it applies to his own product and none other. Yet wait. Suppose the reader puts down the six programs he considers most effective. Are they programs tied intimately to the product, or are they programs which might be sponsored by advertisers in a number of different industries? What's the verdict? The A. N. A. survey of 75,000 radio listeners shows that only one out of the six most popular programs is built around the product; only two out of the twelve most popular programs bear the ineradicable imprint of their sponsors and their products. Yet program popularity and results for the advertiser may be very diverse. A program with the intellectual appeal of the Halsey-

Stuart broadcast cannot equal the popularity of the Lucky Strike dance orchestra. Yet it may be much more effective in selling bonds.

What's the net conclusion? Perhaps you'll agree with Bill Shakespeare that "the play's the thing" and that it is immaterial whether or not the program dramatizes the manufacturer or his product so long as it draws a large audience to hear the advertisement. Perhaps you'd be willing to lose part of the possible audience for the sake of a more lasting impression on those who remain. It's a problem on which all advertisers will not reach the same conclusion. Even the owners of the patent medicine show, the pioneers in what PRINTERS' INK calls "entertainment advertising," never could agree on the ideal performance.

### Capper Publications Advance

#### M. L. Crowther

Maurice L. Crowther has been appointed advertising manager of *The Household Magazine*, according to an announcement received from Senator Arthur Capper. *The Household Magazine* is one of The Capper Publications, with which organization Mr. Crowther has been associated for more than twenty-five years.

For the last five years he has been advertising manager of *Capper's Farmer*. He is succeeded in this position by N. H. McCormack, who has been senior member of the Western sales staff of *Capper's Farmer* at Chicago. Both Mr. Crowther and Mr. McCormack will make their headquarters in New York.

### Canadian Pacific Middle West Account to Ruthrauff & Ryan

Ruthrauff & Ryan, Inc. has been appointed by the Canadian Pacific Railway to handle its advertising in the Middle West area of the United States. This account will be handled through the agency's Chicago office.

### Now with Copeland Products

O. Eastman, advertising manager of the Silent Automatic Corporation, Detroit, which will merge with the Timken-Detroit Company in January, has joined Copeland Products, Inc., Mt. Clemens, Mich., electrical refrigerators.

### Schrafft's Account to Geyer

The Frank G. Shattuck Company, New York, has appointed The Geyer Company, Dayton, Ohio, advertising agency, to direct the advertising of Schrafft's stores, candy and food products.



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# What a Market *DETROIT* is!

One Detroit Bank's Depositors,  
Alone, Number More People Than  
Pittsburgh's Entire Population

**P**ICTURE the entire population of San Francisco or Pittsburgh and you have all of the depositors of the Peoples Wayne County Bank of Detroit—one of the largest in America and with more depositors than any other bank in the United States. Just another index of the size and the wealth of the Detroit market, fourth in population—a market easily and thoroughly covered by one newspaper—The Detroit News. This newspaper reaches practically all the financially able homes in Detroit and with less duplication than any other. Try it for economical results.

## The Detroit News

New York Office  
L. A. KLEIN, INC.

THE HOME NEWSPAPER

Chicago Office  
J. E. LUTZ

Member of Major Market Newspapers, Inc.



# in no Position.. to

Here in America there is no essential difference between ourselves and the Englishman, who absolutely refuses to have breakfast with *ANYONE*—and who calls the first thirty minutes of the day his "raw half hour."



From seven A. M. to somewhere around nine, all America is pretty well occupied—lathering its face, picking bits of shell out of its ears, listening unbearingly to raspy recitals of yesterday—"PLEASE! Marjorie! For heaven's sake—give a man a chance to wake up, will you?"

## THE CHICAGO

A QUALITY QUANTITY CONCENTRATED

Copyright 1931, The Chicago Daily News

CHICAGO  
Palmolive Bldg.

PHILADELPHIA  
Record Building

250 Park Ave. NEW YORK  
DETROIT  
Jesse F. Spencer, M. H. Conger, IN FRANCIS

# to BUY-

## NOW

—if, under these circumstances, a man won't listen even to his own WIFE...

—but, why press down on the sensitive subject of "morning" versus "evening" advertising?

Stylish wool overcoats were \$40.00, now \$29.50—Free Wheeling f. o. b. front porch \$1400"—or what have you! All very fine and good and deserving of your market's very best attention—but in the name of reason and decency, certainly not while he's hanging onto a strap!

## OF COURSE

there are many most excellent morning newspapers, and they perform an indispensable function and we all like to skim through them—

## OUT

when dollars are involved, and the sale depends on how much time and attention your prospective customer is able and willing to give you, it is merely logical and reasonable that you should approach him when he has time and inclination to listen.

Making all this into consideration, the discriminating and thoughtful buyer of advertising more and more is learning to put his message

into evening newspapers, where he is sure it will be given more time and attention

—not by one man in a rush for the office

—nor by one woman in a hurry to get downtown to buy what she saw advertised in last night's paper

—but by THE WHOLE FAMILY

—at the one time when it is all TOGETHER

—and admittedly PURCHASE MINDED.

In Chicago, the one great, quality medium of the evening field is notably THE CHICAGO DAILY NEWS with its known prestige and influence in practically every worth while home throughout the Chicago area.

### —That is Why—

The merchants of Chicago, in 1930, made the following investment per reader in the advertising columns of Chicago's daily papers:

—\$13.79 in THE CHICAGO

DAILY NEWS (Even)

— 7.99 in the American (Even)

— 7.16 in the Tribune (Morning)

— 3.03 in the Herald and Examiner (Morning)

DEPARTMENT STORE ADVERTISING—The Daily News carried more than the two morning papers combined.

TOTAL GROCERY ADVERTISING—The Daily News carried more than any paper in the world.

—Authority: Media Records, Inc.

# GO DAILY NEWS

CONCENTRATED EVENING CIRCULATION

250 Park Avenue, NEW YORK

DETROIT: F. Spencer, Mgr.  
SAN FRANCISCO: H. Conger, Mgr.

Financial Advertising Offices:  
NEW YORK: R. S. Farley, Mgr.  
CHICAGO: F. P. MacFadden, Mgr.



## IT COSTS NOTHING TO FIND OUT!

**A**LL well-informed executives familiar with the Oklahoma City Market admit it is one of the nation's best sales territories. To assist you in analyzing and determining the sales possibilities for your product in this market, the Oklahoman and Times will extend every reasonable form of co-operation. And this service costs you nothing.

Upon investigation, you will also find that the Oklahoma City Market is a *profitable* sales area because unit sales-cost is unusually low. Your selling

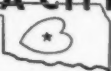
job is done thoroughly and at one low cost by the Oklahoman and Times *alone*.

At less than one-third the milline cost of the combined circulation of 22 other daily newspapers published in this area, including the third Oklahoman City newspaper, the Oklahoman and Times give the advertiser 11.5% more circulation in the A.B.C. trade area plus another 25% in Oklahoma outside the trade area.

Investigate the sales opportunities for your product in this *profitable* market.

*The* **DAILY OKLAHOMAN  
OKLAHOMA CITY TIMES**

OKLAHOMA FARMER-STOCKMAN  
& Kato Special Agency



RADIOPHONE W.K.V.  
Representative

# Why Timken-Detroit Is Breaking Sales Records in 1931

The Fundamental Causes of an Unusual Sales Achievement

By E. V. Walsh

General Sales Manager, Timken-Detroit Co.

[EDITORIAL NOTE: During 1930, the Timken-Detroit Co., manufacturer of oil burners, had gross sales fully 56 per cent larger than those of 1929. Up to the present writing, the Timken 1931 sales are 37 per cent larger than those of last year for the same period.

"How did you do it?" we asked Mr. Walsh, the general sales manager. Mr. Walsh, in the accompanying article, gives an illuminating answer to our question and says some things that will be decidedly helpful to sales executives in general. Since this article was written, a merger between the Timken-Detroit Company and Silent Automatic Corporation, of Detroit, has been announced. Mr. Walsh will be in charge of sales of the consolidated organization.]

LOOKING at the sales program we have been carrying on in this organization during the last few years, it is difficult to point out any one feature as being mainly responsible for the success we have enjoyed during the business depression.

If, however, I should attempt to generalize, my statement would be this:

We made our sales volume greater than that of any previous time because we did not know it could not be done; we went ahead and did it because no one succeeded in convincing us that we should not try just as hard as in other years, if not harder.

But, in an effort to be helpful, let me present in proper sequence the fundamental causes, as I see them, of our satisfactory record:

First and foremost, an organization needs institutional prestige in these stern days of bitter competition and what seems to be almost organized buying resistance. If a

company has unquestioned financial standing, if it has advertised itself into a position where it has created acceptance or salability for its goods, it has a long start toward satisfactory sales records in times like these.

It is in order to say, therefore, that neither I nor our sales organization in the oil burner division can take any credit for the well-known company which we represent. The name "Timken" has been a tremendous help. Furthermore, our sales organization is most fortunate in being backed by a company of sound financial re-

You don't want to lose another winter of this kind of work...and neither does your wife...TIMKEN OIL HEAT BURNER!

**No more shoveling...no more ashes**

Timken Oil Heat Ends These Menial Tasks—Forever

What a relief to be forever through with loading the furnace—discharging its ashes—fighting its dust and soot and emptying it back to life on cold mornings when you would rather be asleep. What a comfort to you, when you are at home...and to your wife when you are away! Take advantage of the low cost of fuel oil. Try out the warmest any Timken automatic oil heat costs no more than fuel coal—cheap as it costs even less. Why, then, shouldn't you enjoy its unparallelled comforts this winter—now!

Timken offers every feature you want in your oil burner... low price and an easy term. Timken offers prompt and correct answers to every question you ask.

All That Timken Asks of Its Advertising Is That It Plant a Seed of Interest in the Public Mind

sources. It is undoubtedly a fact that the financial strength of the Timken-Detroit Company, which it has because the Timken-Detroit Axle Company is its parent, has influenced thousands of people to purchase Timken oil burners over excellent competing makes.

Naturally, too, we give a full share of the credit to the product we sell. During the last three years we have developed the burner to a place where service requirements have been minimized. This obviously builds up, to a large degree, the confidence of the sales organization; it increases the morale of the executives and general personnel.

#### *How Directors Have Helped*

And then there is the part which the board of directors have had. No account of our success during 1930 and 1931 would be complete if reference were not made to the courageous and militant attitude of the board members. Whenever a question arose as to the advisability of going ahead or retrenching in advertising or sales effort, we have had the good fortune to be allowed to proceed as we saw fit. When the members of the sales organization know that their directing head is backed up implicitly by the board of directors, a confidence that cannot be bought with dollars is instilled in them.

So far as our field operations are concerned, I believe that, assuming an outlet actually exists for a piece of merchandise, any market can be thoroughly conquered if two very important factors are taken care of: First, a sufficiently large organization; second, salesmen trained as well as it is possible to train them.

Referring to the first item, it is my belief that any product which is due for mass popularity will go forward by leaps and bounds only when full public acceptance is accorded it. This acceptance will get under way only when everybody starts talking about the new idea. When, in a manner of speaking, the woods are full of oil burner salesmen and people are approached on the subject every time they turn around, the industry will flourish

because everybody will be talking about it.

That is exactly my thought in building a large sales organization for this company. We are past the stage when, as formerly, we can follow a selective system of seeking prospects. We have to go out and preach our doctrine to every home owner without qualification and help him to decide his purchasing power. This, we have found, is vastly more resultful than checking over a selective list of home owners and deciding for ourselves who can or cannot afford to purchase an oil burner.

This is a strong point and has had much to do with our sales record. Many a sale is lost because the salesman or the sales manager arbitrarily decides, out of his own knowledge, as to the prospect's ability to buy. This is something for the prospect to figure out for himself, and he can do the figuring affirmatively when the salesman approaches him from the right perspective.

A large sales organization, however, is more of a liability than an asset unless it is intelligently and properly trained. I believe that more sales organizations would show real progress if more sales managers would do less managing and more training and leading of salesmen's minds. There are too many bosses in the sales managing profession and far too few men who, from actual experience, thoroughly understand the problems and difficulties of the men in the field.

#### *Salesmen as Educators*

A sales manager's most important responsibility is not in managing men and managing sales, but developing human minds to greater capacities. After all, selling, a prospect a piece of merchandise is merely educating him up to the point where he can see a definite need for it. To be a good salesman, one must be an educator. A salesman must be able to convince people. It logically follows therefore that if a sales manager will devote the greater portion of his time to developing and following

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through on a plan of educational work among his staff, he will get the desired results which automatically make him a real sales manager.

When a sales staff is thus properly lined up and trained, it is in a strategic position to get from advertising the real benefits that advertising can confer. In 1930 and again in 1931, we increased our advertising investment over each preceding year. We most emphatically believe in advertising, but not (with a product such as ours) to the exclusion of personal sales work. All that we ask advertising to do for our sales staff is to plant a seed of interest in the public mind so that the salesman, when he calls on a prospect, will find that the subject of Timken oil heat is not altogether strange and unfamiliar.

We do not believe that advertising can sell Timken oil burners. Neither do we believe they can be sold without advertising.

The great mistake made in many organizations, to my way of thinking, is the seeming lack of co-operation between the advertising and sales departments. Too many advertisements are written with little to recommend them but exceptional ability on the part of the copy writer. Advertising, in order to accomplish anything constructive, must be kept strictly in line with the merchandising story, and we pay particular attention to this phase.

We know from experience, and from a continual contact with our field organization, exactly how our sales story should be delivered. We try to write our advertising in much the same way. We teach our salesmen how to analyze the advertising and therefore cause them to appreciate it for what it really is and what it can do. We outline in detail just how the advertising prepares the way for their personal call. We illustrate how their sales story, if properly delivered, will back up the impression created by the printed word. In short, our advertising section is a division of the general sales department and functions as an aid to the latter,

rather than as a dictator of sales policies.

How well do salesmen know how to use their company's advertising and sales promotion helps? How many sales managers really know the extent to which their promotional material is actually used in front of the prospect?

In this company, we have a sales help of some kind or other to meet every condition that the salesman encounters in front of prospects. And, more important than that, we accept it as our duty to teach him how to use such helps. Our sales promotional helps are sold to the salesmen through an educational campaign. The mere shipping out of a lot of literature to men in the field, with a bulletin describing its use, is not enough.

Perhaps I could sum up the whole story of the "how to" of our sales activities by saying that we all work harder in at least three directions:

*First*, we try to determine what our men in the field require in order to do the right kind of job for us as well as for themselves;

*Second*, to meet those demands by giving the men what they actually need;

*Third*, selling them on the worth of the material itself as well as teaching them how to use it.

We believe in and practice the theory of advertising to our salesmen as well as to our prospects. And who is there to say that this is not correct and resultful advertising procedure?

All this goes to help create the right kind of spirit in a sales organization without which it cannot get very far. To foster such a spirit it is essential that the executive get in the proper light before his men. When he can show them that he is working for them rather than have them believe they are working for him, he has the proposition licked.

### Has Nettleton Account

The A. E. Nettleton Company, Syracuse, N. Y., manufacturer of men's shoes, has appointed Moser, Cotins & Brown, Inc., New York and Utica advertising agency, to direct its advertising account.

## Color in Magazine Advertising

**T**HAT there has been a marked increase in the use of color in magazine advertising has been quite apparent to anyone who has watched the development during the last ten years. The magnitude of the investment in color, however, is probably realized by few outside of the publication field.

"Color in Magazine Advertising," a seventy-two-page report just issued by the Association of National Advertisers, Inc., contains the first adequate analysis of the subject that has appeared. It represents nearly two years work on the part of the association and indicates how rapid has been the growth in the use of color.

It is divided into six sections: The development of color printing, the purpose of color in magazine advertising, a comparative study of magazine color rates, comparative costs of space, plates and artwork, a comparative analysis of color revenue in magazine, pulling power of color compared with black and white.

As is apparent from the listing of the topics covered, the report succeeds in covering the subject with unusual thoroughness. It does not content itself with pointing out that color will outpull black and white. It goes thoroughly into the subject, quoting from the experience of numerous advertisers and analyzing so far as possible the value of color for different types of products and the types of products which may expect the best results from the use of color.

The sections dealing with technical phases of color printing are written not to educate a student to become a color printer but rather to give the advertiser the simple facts which are essential to a working understanding of the possibilities and technical limitations of an important phase of current advertising.

Most interesting also are the analyses of color rates. In table form the report points out the amazing discrepancies in the rate cards of various publications. The

report makes an effort to find the reasons why these discrepancies exist and indicates how in many instances publishers justify, to themselves at least, their charges. It is significant, however, that throughout the discussion of rates there is an undercurrent of dissatisfaction with the present rate situation and a definite suggestion that the burden of justification lies upon the publisher.

Like so many of the association's special studies, "Color in Magazine Advertising" is characterized by the completeness of its statistical information and the practical nature of the suggestions and recommendations. The publication of the report is particularly timely because with the prospect of better business comes the realization on the part of many advertisers that competition, particularly in color, will probably be renewed more sharply than ever before.

### G. C. Smith Advanced by Libby, McNeill & Libby

Guy C. Smith, manager of the advertising and research department of Libby, McNeill & Libby, Chicago, has been appointed sales and advertising counselor of that company. In addition to his duties in that connection, he will also have charge of the company's Southern sales division.

A. H. Kahne has been appointed manager of the advertising and research department to succeed Mr. Smith. He was previously assistant to Mr. Smith and has been with the advertising department for the last eight years.

### G. T. Viskniski Appointed by Chicago "Daily News"

Guy T. Viskniski, who has been with the Hearst organization for a number of years, has been appointed business manager of the Chicago *Daily News*. He was at one time business manager of the Chicago *Herald and Examiner*.

James N. Shyrock, who was previously business manager, has been appointed circulation manager. He succeeds John N. Eisenlord, resigned.

### H. E. Hudgins with Geyer Agency

Henry E. Hudgins, recently with Benton & Bowles, New York, has joined the New York staff of The Geyer Company, Dayton, Ohio, advertising agency. Before joining Benton & Bowles, he had been with the J. Walter Thompson Company.



## HER MAJESTY, THE QUEEN OF HOOSIER BABIES



This winsome little miss had a perfectly good reason to feel elated. She had just been adjudged the most nearly physically perfect of all the Hoosier babies entered in The News 1931 Better Babies Contest. This contest is an annual feature of the Indiana state fair. It is sponsored by The News, and conducted by the Child Hy-

giene Division of the State Board of Health in conjunction with the State Board of Agriculture. There is a News Cup and cash prize for the best boy, best girl, best twins, best triplets and the winner in each of the eight age divisions into which entrants are grouped.

Hundreds of Indiana parents have written The News in appreciation of its efforts in promoting infant healthfulness through the Better Babies Contest. Such activities in behalf of the common good have helped build for The News an interested and responsive readership . . . an asset of utmost importance to advertising productivity.



Member Major Market Newspapers, Inc.  
The 100,000 Group of American Cities

THE  
**INDIANAPOLIS NEWS**  
1<sup>st</sup> in Indianapolis for 36 consecutive years

New York: DAN A. CARROLL  
110 East 42nd Street

Chicago: J. E. LUTZ  
Lake Michigan Bldg.

Because it  
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Police say they saw in the  
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(Continued on page 10)

Owing to lack of space  
we are forced to omit 43  
columns of advertising from  
this issue.

From the Daily News of Friday, Oct. 9th, 1931

THE  NEWS

NEW YORK'S PICTURE NEWSPAPER

220 EAST FORTY-SECOND STREET, NEW YORK

Tribune Tower, Chicago + Kohl Building, San Francisco

**B**USINESS is today making an aggressive effort to secure complete merchandise distribution in districts where sales are frequent and jobber deliveries can be made in profitable lots.



**H**ERE is where advertising wants its media to *concentrate* circulation . . . . . for it is the aim of all advertising to secure distribution *economically*.



**E**XAMINE the dollar value of Detroit newspaper circulations from any angle and you conclude only that the Free Press is *essential* to economical advertising success in this market.



**T**HE FREE PRESS provokes thought in the homes of the forward thinking and influential

element of the Detroit-Market population. It gives advertising a city circulation 79% *concentrated* in the neighborhoods where 75% of Detroit retail sales originate. It has excellent coverage of the Michigan cities and towns within two hours from Detroit.



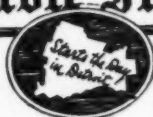
**I**T is simply good advertising to exert greatest pressure in the newspaper which puts circulation where business has customers . . . . . and *that* at a lower cost per line, per dollar of spending power contacted.



**C**ONSIDER!

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco

# Is This a Logical Plan of Handling the Advertising Agency Salary Problem?

A Solution That Appears to Have Particularly Interesting Possibilities for All Types of Personal Service Organizations

By E. B. Weiss

[EDITORIAL NOTE: The advertising agency referred to in this article has been in existence for fourteen years. It has shown a profit in every year of that time. It is still showing a monthly profit today.

It has not cut its staff of thirty employees; neither has it cut salaries. However, there is always the possibility of profits dwindling and if the present trend toward retrenchment in advertising continues there may be necessity for dipping into surplus.

Although the surplus account has been carefully administered, it could not stand a continued drain. Consequently, the management foresees a possible need for a salary cut or some other drastic measure.

The head of this advertising agency has shaped up, roughly, a salary-and-reserve plan which may have distinct advantages for a personal service organization. The plan has not yet been adopted. It is outlined here so that advertising agency executives may rip it to pieces, if it is economically unsound, or suggest improvements if it merits further study.]

THE head of this advertising agency premises his plan upon the following foundation of conclusions:

1. He believes that the company which is earning a fair return on its capital should not indulge in salary or wage cuts.

2. He believes that if a company is consistently unable to earn a fair return, under present-day conditions, then readjustments in salaries or wages—or both—may be advisable.

3. He is convinced that many employers are cutting wages and salaries today not so much because of existing conditions as because

of anticipated conditions, just as wage-earners are building up unprecedented reserves in savings banks.

4. He recognizes that the owners of many advertising agencies have been compelled to let out employees who have cost thousands of dollars to train. He knows, from his own experiences, that the problem of keeping the organization together is a matter of great importance to many agency executives.

5. He realizes that the advertising agency business is based so largely on personal services, on personal contact within and without the organization, that there is often a feeling of sentimental reluctance to cut salaries.

6. Finally, he takes it for granted that agency employees are sufficiently financial-minded to know that the security of their positions rests in great measure upon the agency's financial strength.

\* \* \*

In view of these factors he asks: Why not put into operation a plan which would eliminate the necessity of a salary cut and which, at the same time, would help to retain the financial strength of the organization?

That sounds like a physical, as well as a financial impossibility. Perhaps it is stating the case too baldly. In any event, the question leads us into the plan itself.

The plan would make it compulsory for every member of the organization to deposit 10 per cent of his salary in a special reserve fund. This fund would, in reality, belong to those who deposited the money, but with this exception:

It would be administered by a group of six men, three of whom would be selected by the employees from their own ranks, and three

of whom would be the corporation's officials. These six men would receive a monthly report of the corporation's financial position. If this statement should show that the corporation's earnings have sunk below a pre-determined level, then it would be up to the committee of six to determine to what extent the special reserve fund should be dipped into. If the corporation's earnings rose above a pre-determined level, and showed definite indications of remaining there, the money remaining in the special reserve fund would be returned, with interest, to those who supported the plan. The division would be on the basis of each individual's actual deposits in the special reserve fund.

This agency executive realizes that the heads of some businesses might object to showing their financial statements to employees. He, himself, has no such objection, but, on the other hand, he is of the opinion that it is not absolutely imperative to do so in view of the fact that predetermined financial levels are openly charted. There is no reason why the administrative group, and through that group, all employees, should not accept the management's bare statement that the predetermined level has, or has not, been broken through. Nevertheless, he sees definite advantages in showing the financial statement to the committee, inasmuch as it effectively removes any lingering doubts or suspicions.

\* \* \*

There are several questions that arise at this juncture. First and foremost is the point: Are the salaries of the corporation's officials and chief executives reasonable or are they excessive? Obviously, excessive salaries would make such a plan a farce. In this specific case, it may be stated that the salaries of the "higher-ups" are entirely within reason.

Another question is: What would happen to the deposits of employees who leave the employ of the company for any reason? That point has not been definitely settled. The originator of the plan has in mind giving the employee who leaves for any reason 25 or 50 per cent of the

amount of his deposit that remains in the fund.

A third question is: How would new employees be handled? The plan here would be, first, to pay a fair salary based on the current value for the services to be rendered and the organization's standard of payment. Then, the new employee would be expected to contribute to the fund to the same percentage extent as old employees, their contributions starting with their first salary check.

\* \* \*

As a possible disadvantage of the plan, this agency head admits that there is a possibility that some employees will feel that their salaries have actually been cut and that the corporation is trying to cloak the fact. However, he feels that the answer to that objection is to be found in the confidence which the organization has in the management. In his own case, he believes that the management has the confidence of the employees and that therefore this objection need not be considered.

Among the advantages, he lists the following:

1. It will help to maintain a financial position which will eliminate the necessity of breaking down corporate strength.

2. It creates what is, in actuality, a bonus fund. If all members of the organization pitch in and do everything within their power to improve the company's position, then they will earn a bonus in the form of no salary cuts. In a manner, he says, it treats the employees on a profit-sharing basis.

\* \* \*

There, then, is the plan as at present formulated. Its author does not claim perfection for it. He admits that it probably has certain rough edges. And he is frank enough to realize that it may contain certain structural weaknesses which have not occurred to him and which may make it totally unfeasible.

He would like to have advertising agency men and executives in other types of personal service organizations comment on it with the same frankness with which he has described it.

# By Their Socks Ye Shall Know Them!

If a publisher could go through all of Chicago's homes (858,750, U. S. Census estimate) and take his pick of the families he would prefer to have read his newspaper, he'd be sitting pretty—if all the families he picked would be nice about it and read his paper. Which is much the same as saying that if one had some ham one could have some ham and eggs—if one had some eggs.

Families read one newspaper or another for much the same reason that one man wears blue neckties and another wears green. In both cases it's all a matter of taste. And you can't deduce from a family's newspaper preference its financial or social status any more accurately than you can determine a man's occupation by the color of his socks.

If the time ever comes when a mauve necktie is proof that its wearer is an egg-candler or a shook-salesman (see Webster under "s"), we'll give up and agree that reading one newspaper makes a family the answer to the advertiser's prayer, and reading another makes the family next door not worth bothering with. Until then, we'll go right on insisting that the Chicago American is decidedly the advertiser's best bet in Chicago's evening field because it is read by many more families, of all kinds, classes and addresses, than any other Chicago evening paper.

## CHICAGO AMERICAN

a good newspaper now in its ELEVENTH YEAR of circulation leadership in Chicago's evening field.

● National Representatives:

RODNEY E. BOONE ORGANIZATION



### Simmons-Boardman Elect Lee and Dunn

Directors of the subsidiary companies controlled by the Simmons-Boardman Publishing Corporation, New York, have elected the following executive officers: Simmons-Boardman Publishing Company, Samuel O. Dunn, chairman of the board, and Henry Lee, president; American Builder Publishing Corporation, Mr. Lee, chairman of the board, and Mr. Dunn, president. These executive positions were held by the late Colonel Edward A. Simmons. Out of respect to his memory, the chairmanship and presidency of the Simmons-Boardman Publishing Corporation, the holding company controlling the operating subsidiaries, have not been filled yet.

Heretofore, Mr. Lee has served the Simmons-Boardman companies as vice-president in charge of its business department, while Mr. Dunn has been vice-president and editor-in-chief of *Railway Age* and its other publications.

Publications of these affiliated companies are *Railway Age*, *American Builder and Building Age*, *Marine Engineering and Shipping Age*, *Railway Mechanical Engineer*, *Railway Engineering and Maintenance*, *Railway Signaling*, *Railway Electrical Engineer*, *The Boiler Maker*, *Locomotive Cyclopaedia*, "Car Builders' Cyclopaedia" and "Railway Engineering and Maintenance Cyclopaedia."

### Crooker Succeeds White at Chevrolet

Robert H. Crooker has been promoted from assistant advertising manager of the Chevrolet Motor Car Company, Detroit, to the position of advertising manager. He succeeds R. K. White, who has been appointed Eastern sales manager for the Oakland Motor Car Company.

### Patapar Account to McCann- Erickson

The Paterson Parchment Paper Company, Passaic, N. J., has appointed McCann-Erickson, Inc., advertising agency, to direct the advertising of its Paterson Vegetable Parchment for packaging food products and its Patapar cooking parchment.

### Wahl-Eversharp to B. B. D. & O. at Chicago

The Wahl Company, of Chicago, maker of Wahl pens and Eversharp pencils, has appointed Batten, Barton, Durstine & Osborn Corporation to direct its advertising.

### Plan St. Petersburg Campaign

The City Advertising Committee of St. Petersburg, Fla., plans to expend \$50,000 on an advertising campaign during the coming season. Plans call for the use of newspapers and magazines.

### Vick Advertises Two New Products

On October 15 and 16 in over 1,300 daily newspapers the Vick Chemical Company introduced two new Vick products—Vicks Nose & Throat Drops and Vicks Medicated Cough Drops. These products follow the recent introduction of Vicks VapoRub in a new stainless white form.

In addition to this newspaper advertising, Vicks, with an advertising appropriation double that of previous seasons, is using a group of fifteen magazines which will carry full- and half-page advertisements each month. The new Vick products will be featured as "spot news" in all large VapoRub advertisements in magazines and newspapers. Forty-six radio stations will also be used in the campaign.

### Changes on Louisville "Herald-Post"

The Louisville *Herald-Post*, recently acquired by John B. Gallagher, as previously announced, will be published hereafter as a six-day afternoon paper. Guy W. Beardsley has been placed in charge of operations as general manager. Fred B. Webster, formerly with the old *Herald-Post* organization, has been advanced to managing editor. John J. Murphy has been made circulation manager and Frank G. Drewry, formerly with the old company, has been made assistant to the president, Mr. Gallagher.

E. S. Hellburn has been made vice-president. W. C. Worcester continues as advertising manager and W. W. Stouffer continues as business manager and in charge of national advertising. Miss Anne O'Quinn is secretary.

### Promotion and Research Group Omits Fall Convention

The Promotion and Research Managers Group of the Newspaper Advertising Executives Association will forego its fall, 1931, convention which was scheduled to be held at Chicago on October 20 in conjunction with the convention of the Newspaper Advertising Executives Association. The latter convention will be held as scheduled. The next convention of the Promotion and Research group will be held in the spring of 1932.

### G. P. Farrar's Advertising Class to Resume

Gilbert P. Farrar's class in advertising typography will start its fourteenth year on October 19. This class is now conducted under the auspices of the New York Employing Printers' Association, New York.

### H. C. Michaels Leaves United Agency

Harry C. Michaels has resigned as vice-president and treasurer of the United Advertising Agency, Inc., New York.

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# The Happy Ending



**O**nce upon a time; —  
but why bother with the  
story when only the  
ending is important?

The final big moment  
comes when the buyer,  
after years of fooling  
around with printers  
who can't quite make  
the grade, decides once  
for all that he will place  
his business with a  
printing house that he  
knows will make good.

**P.S. — We got the job!**

## Charles Francis Press

PRINTING CRAFTS BUILDING  
461 Eighth Ave., New York



# A REVENUE GAIN FOR TRUE STORY EVERY YEAR [INCLUDING 1931]



Through prosperity and depression advertisers and agencies have indicated their belief, expressed in dollars and cents, in the worth of True Story as a necessary adjunct to a sound selling policy.

Every single year since True Story was founded in 1919 has shown a substantial gain in advertising revenue over the preceding twelve months period.

1931 is no exception! The total advertising revenue in True Story for 1931 is \$4,339,684—an increase of 4% over 1930 and 20% over 1929.

In the five year period since

1926, revenue in True Story has increased more than 100%. Study the chart on the opposite page which pictures the revenue growth of True Story—every year has topped the previous one.

This continually increasing recognition of True Story by advertisers and agencies is based on facts—the most striking and convincing facts ever marshalled together on any publication.

True Story sells for 25c a copy—sells almost 2,000,000 copies at the newsstand at the full purchase price to readers who WANT the magazine and

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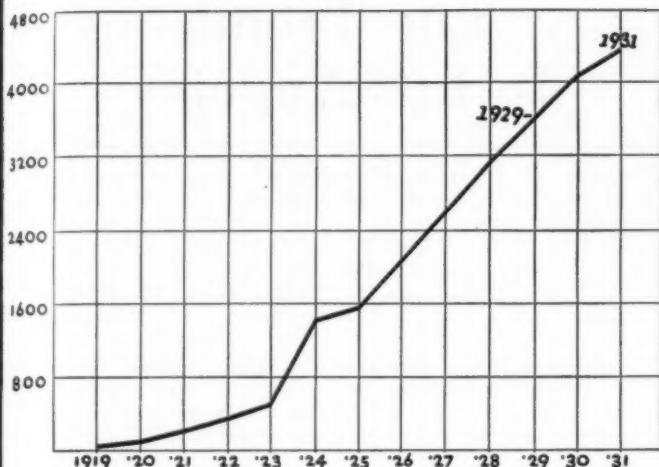
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## GROWTH OF ADVERTISING REVENUE IN TRUE STORY

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READ it from cover to cover every month. There is no unwanted circulation — no unwrapped copies — True Story has only 5% subscription sale.

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The 25c purchase price of True Story automatically insures the advertiser of reaching families with money to spend and families in a buying mood. No housewife whose family is financially distressed will spend a quarter month after month for a magazine. Consider, too, that these True Story housewives spend six million dollars a year for their favorite periodical — more money than is

spent at the newsstands by the readers of the six leading women's publications combined.

These True Story housewives ARE responsive to national advertising. Numerous advertisers, in all classifications, report that True Story stands at the top of their lists, both in inquiries received and in the cost per inquiry. Advertising in True Story is selling merchandise — which is the primary purpose of advertising in any publication.

No wonder the advertising revenue in True Story grows steadily year after year.

# The Trend In Los Angeles

## *From a Food Product Standpoint*

With the release of detailed census figures covering the Los Angeles market, food advertisers, like advertisers in general, are making sharp revisions in their Los Angeles advertising schedules.

Government figures show that Los Angeles, contrary to a widely-held impression, has annexed none of its large suburbs, but on the other hand has overflowed its boundaries to an extent unequalled by any other large American city.

The spread of population outside the city proper is strikingly reflected in census figures showing retail food trade in California cities of 10,000 population and over. 24 such cities in Los Angeles' trading area outside the city proper spend annually for food \$97,097,922. If the same per capita expenditure applies to Los Angeles' smaller suburbs and countryside—a reasonable assumption—the total food bill of Los Angeles' surrounding shopping area amounts to \$170,000,000 a year, or \$30,000,000 a year more than is spent by Los Angeles itself.

Figures such as the foregoing account for the fact that during August, 1931, the Los Angeles Times gained more food advertising over August, 1930, than all other Los Angeles newspapers combined.

The Los Angeles Times, as a morning newspaper, is able to—and does—cover the entire Los Angeles market. More than that, the Times is delivered directly to homes, and furnishes the largest obtainable home-delivered circulation both inside and outside the city of Los Angeles.

# Los Angeles Times

Eastern Representatives: Williams, Lawrence & Cresser Co., 366 N. Michigan Blvd., Chicago, 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

# Advertising Aids Employment Drive

Owen D. Young Committee Mobilizes War Time Assistance

WITH a group of prominent advertising agency executives writing copy and making layouts, publishers giving space and radio broadcasters, outdoor and motion-picture media co-operating, the emergency unemployment drive takes on a war-time aspect. Not since the great advertising campaigns for the Liberty Loan drives have so many men allied with publishing and advertising given so freely of their assistance and space.

Owen D. Young, who is chairman of the Committee on Mobilization of Relief Resources of the Gifford Committee, announced last week that his committee, with the help of advertising agents, publishers and others, is doing the national job, leaving it to the local committees to collect the money and also make local work.

As a statement from Mr. Young's headquarters to PRINTERS' INK pointed out:

"In the assignment of work from the President's Organization on Unemployment Relief, Mr. Young's Committee found that the laying out of its program would involve a number of complications. No national fund is being raised and no national campaign for funds is being carried on. Each community throughout the country has undertaken to make provision for its own needs, with a concentration of these local campaigns within the period of October 19 to November 25. Stimulation on a national scale for these local campaigns was highly desirable, but the finding of one formula that would fit literally perhaps a thousand different situations was far from easy.

"Advertising on a national scale was an obvious method. Space for this could not be purchased, if for no other reason than the fact that neither the President's Organization nor the Young Committee had or would have any funds with which to do this. Almost simultaneously, a number of publishers

of national periodicals suggested that they contribute space of their own for advertising. The suggestion was presented to a number of other publishers, and immediately and unanimously they gave their approval.

"Heads of a number of advertising agencies in New York and Philadelphia volunteered to undertake the preparation of a series of advertisements. Group conferences were held while the work was under way, and in the course of ten days fifteen full-page advertisements were in finished form. The large circulation of a number of these periodicals and their early press time made swift action necessary in several instances. No slip-up came, however, and from the first week of the campaign period the weekly and monthly magazines of national circulation will carry appeals for the most generous support of the campaigns of local welfare and relief agencies, the community chests or emergency relief committees. Among those who took part in this work are Bruce Barton and F. Robley Feland, of Batten, Barton, Durstine & Osborn; Frank H. Fayant and J. B. Johnstone, of Lord & Thomas and Logan; Arthur Kudner, of Erwin, Wasey & Co.; James Mathes, William B. Okie and William A. Anderson, of N. W. Ayer & Son; Stanley Resor and Lew A. Green, of the J. Walter Thompson Co.; Mark Wiseman and Alfred Stanford, of The Blackman Co.; John O. Young and Charles LeRoy Whittier, of Young & Rubicam, and Harry D. Smith, of McCann-Erickson, who acted in an advisory capacity.

"The list of publications is as notable as any that has ever been set down in similar circumstances. Every periodical has contributed space in every possible issue during the campaign period."

The list of publications that have already agreed to run the advertisements prepared by the agents

aforementioned (one of which appears on page 85 of this issue of **PRINTERS' INK**) is growing every day. It now includes all the leading weekly publications, and a continually growing list of women's magazines, general magazines, farm papers and the trade and technical press. Newspapers are co-operating with the local relief committees. The Young Committee says of their co-operation:

"Men who are familiar with what happened during the war say that this co-operation with the President's Organization through the Young Committee promises to transcend the former showing, both in the number of papers represented and in the volume of their circulation.

"Cartoonists whose work has national distribution have enlisted in the cause. Contributions from them have already been provided by the Associated Press, the American Press Association, the Western Newspaper Union, Newspaper Enterprise Association—which will furnish work by ten of its artists—the Scripps-Howard Newspapers, the Paul Block Newspapers and by Jay N. Darling."

In other forms of reaching the masses an equal amount of co-operation is being shown, thus described by Mr. Young's office:

"The Columbia Broadcasting System and the National Broadcasting Company have put all three of their nation-wide networks at the Committee's disposal. For the first time in the history of broadcasting they will carry programs simultaneously at intervals during the campaign period.

"The Motion Picture Producers and Distributors of America, through their president, Will H. Hays, have offered in the same way the co-operation of the Motion Picture Industry Organization to Aid Unemployment Relief.

"The allied outdoor advertising interests have swung into line in brigade front. A large paper manufacturer has contributed stock. Lithographers located in ten leading cities have contributed printing. Copy and artwork have been contributed. Billboard owners have

contributed space. The Railway Express Agency has contributed transportation. As a result of a job of production and distribution that will break every existing record, posters will appear on more than 33,000 boards throughout the country, all of them of 24-sheet size."

Posters, it is announced, will appear on 35,000 boards in 17,500 cities and towns of the country. The proposal was advanced and made possible by George W. Kleiser, president of the Outdoor Advertising Association of America, and K. H. Fulton, president of Outdoor Advertising, Inc. The paper for them—100,000 pounds—was given by the West Virginia Pulp and Paper Company, and the printing by the American Poster Corporation, Milwaukee; Continental Lithograph Company, Cleveland; Donaldson Lithograph Company, Newport, Ky.; Edwards & Deutsch, Chicago; Erie Lithograph Company, Erie, Pa.; Forbes Lithograph Manufacturing Company, Chelsea, Mass.; Latham Lithographing and Printing Company, Long Island City; National Printing and Engraving Company, Niles, Mich.; Schmidt Lithograph Company, San Francisco, and Strowbridge Lithograph Company, Cincinnati.

The National Publishers Association, through its president, A. C. Pearson, has appointed a committee which, in addition to helping in the distribution of advertising copy, is formulating plans to put behind the drive strong editorial assistance in dramatizing and spreading the news of unusual plans adopted by various cities and towns in creating work for their own citizens. The members of this committee are:

A. C. Pearson, United Business Publishers, Inc., chairman; Malcolm Muir, McGraw-Hill Publishing Co.; R. E. Berlin, International Magazine Co.; Floyd Parsons, Robbins Publishing Co.; W. C. Platt, National Petroleum News; Roy Dickinson, Printers' Ink Publishing Co.; S. R. Latshaw, Butterick Publishing Co.; Marvin Pierce, *McCall's Magazine*; T. B. Costain, Curtis Publishing Co.; George S. Fowler, *Pictorial Review*; William R. Chenery, *Collier's*; R. J. Cuddihy, *Literary Digest*; and P. E. Ward, *The Farm Journal*.



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E. Ward,

# Hitting New Highs!

The American circulation gains show how well it is living up to its description "*New York's Most Interesting Newspaper*." Comparing the circulation of the past six months with the same period last year, the American gained 97,186 copies daily and 133,483 copies Sunday.

Its daily gain was 41,109 more than the two other standard sized morning papers combined. Its Sunday gain was almost five times that of the second standard sized paper.

The three month averages show an even clearer picture of present circulation conditions. These give the American a daily gain of 112,209 and a Sunday gain of 148,774 over the same months last year.

As a logical result of increased readership, the American's advertising lineage increases are hitting new highs every week.

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#### Daily American Average Net Paid Circulation

6 mos. ended September 30, 1931.....	322,190
3 mos. ended September 30, 1931.....	339,035

#### Sunday American Average Net Paid Circulation

6 mos. ended September 30, 1931.....	1,166,796
3 mos. ended September 30, 1931.....	1,159,398

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## New York American

*New York's Most Interesting Newspaper*

Nationally Represented by PAUL BLOCK and ASSOCIATES

## How Far Will the Super-Service Station Go?

C. N. MULLIGAN Co.  
LOUISVILLE, KY.

Editor of PRINTERS' INK:

During the last two years many gasoline filling stations have added automobile tires, batteries, etc., to their service. Today, the filling station is practically synonymous with the service station.

We are interested in obtaining any survey material available on this trend of added services for filling stations, the experiences of those who have tried new items, and the profit possibilities.

We would appreciate any information you may have on this subject.  
C. N. MULLIGAN Co.

WHILE gasoline filling stations have been rapidly adding side-lines, until this year few attempted to go much beyond the original purpose of the filling station. But, according to a survey just completed by Ward & Dickinson, Inc., the construction of modern arterial highways has brought about changes in the buying habits of the tourist. Instead of a State highway going through the center of a city or town it is constructed so as to go around it to avoid urban traffic and congestion. One must turn off the beaten path if he should want to eat at some well-known city hotel or restaurant and this does not suit the fancies of the impatient auto traveler.

This year, the Standard Oil Company of Indiana tried an experiment that proved quite successful. It established a super-service station in Chicago which sells not only gasoline, oil and auto accessories, but caters also to the appetites of its customers. The company realized that there has been an increasing demand for a restaurant to be operated in conjunction with its service stations where customers could secure good food in a short time. Arrangements were made with the B/G Food Shops, Inc., which installed a dining car restaurant adjoining the station.

The outcome of the B/G and Standard Oil food-oil combination has been watched keenly by restaurant operators as well as oil companies. The experiment, it is said,

has proved eminently successful and there are good possibilities that further expansion of this project will take place in the near future.

Filling stations and roadside stands as outlets for nationally advertised brands are becoming increasingly important. Dr. Julius Klein has stated that roadside stands do a business of \$1,500,000-000 annually. With the possibility that the next year or two will see national oil companies operating filling stations that vend food and many other products, there is an assurance that roadside distribution of nationally advertised merchandise will be even greater than it is right now.

In New England the Standard Oil Company of New York is operating overnight rest stations directly tied up with regular filling stations. There, tourists may camp in small cottages for the nominal fee of \$1 a night.

Perhaps it won't be long before we have Super-Super Service Stations that will boast of a restaurant, a hotel and a department store, and yet one may still be able to buy gasoline and motor oil.—[Ed. PRINTERS' INK.]

### G. P. Brocker Joins Taylor-Yonkers

George P. Brocker, for the last two years a free lance artist and designer, has joined the Taylor-Yonkers Company, engraving and creative art firm of Dubuque, Iowa, as art director in the Chicago office.

### G. P. Moore with "The Southerner"

George P. Moore, formerly with the Atlanta Georgian and, more recently, with the Eckford Advertising Company, Atlanta, has been appointed advertising manager of *The Southerner*, Atlanta.

### Appoints Porter Agency

The Graham Company, Boston, national distributor of the New Balance Arch, flexible arch supporter, has appointed The Porter Corporation, advertising agency of Boston, to direct its advertising account.

### Appoints Carroll Dean Murphy

The Bills Corporation, Chicago, have appointed Carroll Dean Murphy, Inc., advertising agency of that city, to handle their advertising.

Here's How Times Have  
Changed in PITTSBURGH

# FIRST

## in Department Store Linage

Last month we announced that, in August, The Sun-Telegraph carried 49.6 per cent of the department store advertising appearing in Pittsburgh evening and Sunday newspapers.

That was a good story, but now we have a better one. In September, The Sun-Telegraph carried more than half of this advertising. It is FIRST in Pittsburgh in this important classification.

Based on figures by Media Records for the following stores:  
Boggs & Buhl, Frank & Seder, Gimbel's, Horne's, Kaufmann's,  
McCreery's, Rosenbaum's and Sears, Roebuck.

# THE SUN-TELEGRAPH

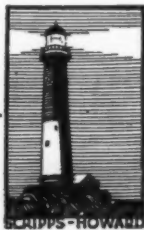
NATIONALLY REPRESENTED BY  
PAUL BLOCK AND ASSOCIATES



*Photo by Blank-Stoller, Inc.*

**D. F. KELLY, President of the Fair, Chicago, and President of the National Retail Dry Goods Association, says:**

"If the money spent so lavishly to secure what might be termed 'phantom circulation' were used in an effort to build the best possible circulation so far as productivity is concerned, would it not be of greater profit to the publisher and his clientele? How much is ghost circulation and how much is deserved circulation?"



MEMBER OF THE UNITED  
PRESS . . . OF THE AUDIT  
BUREAU OF CIRCULATIONS  
and of MEDIA RECORDS, INC.

SCRIPPS-HOWARD

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# If you want lower advertising costs Don't Buy Ghost Circulation

"Newspapers and magazines are in a race for circulation. The advertiser pays the bill. If the waste circulation of newspapers and magazines were eliminated, the advertiser would obtain the same result he is getting now."



WHEN you advertise in The Cleveland Press you avoid phantom circulation. Not one dollar is spent for circulation outside of the natural trading territory—the Profit Area. No contests. No forced combinations. No rural scatteration. 94% of Press circulation is in the TRUE Cleveland Market.

## The Cleveland Press

SCRIPPS - HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD  
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS  
DETROIT · PHILADELPHIA · BUFFALO · ATLANTA

# LIES

that emphasize the

# TRUTH

More people claim to be Transcript readers than actually are . . . which, to our way of thinking, is the most subtle and satisfying compliment that could be paid to the quality of the Boston Evening Transcript's circulation.



## BOSTON EVENING TRANSCRIPT

*Highest ratio of BUYERS to readers*

**CHARLES H. EDDY CO.**

**R. J. BIDWELL CO.**

**Boston New York Chicago**

**San Francisco Los Angeles Seattle**



during the night and resulted in discomfort.

Sheets today are sold in three lengths—90-inch, 99-inch and 108-inch. There are various widths, depending on the type of bed on which the sheet is to be used—but width is not an important factor since it is more or less standardized for single beds, twin beds, double beds, etc. Length, however, is something else again.

#### **How Average Woman Buys Sheets**

We found that the average woman buying a sheet took this attitude: A mattress is seventy-six inches long. (She doesn't, as a rule, know the exact length of a mattress but has an idea that it's a few inches longer than six feet.) Ninety inches make seven-and-one-half feet. That leaves pretty nearly a foot-and-a-half to tuck in at the top and bottom. That seems plenty—and the 90-inch sheet is the cheapest. Therefore, why waste money on a lot of excess sheet yardage that will never be used?

What the woman doesn't know is that a 90-inch sheet means that it is 90 inches long "torn size before hemming," to use the trade term. The hem and making take five inches, which leave a net length of eighty-five inches. Laboratory tests of a number of different brands show that the first laundering reduces the length 5 or 6 per cent. Thus, a 90-inch sheet after its first laundering really offers about eighty inches of usable length. On a standard mattress, seventy-six inches long and five inches deep, a 90-inch sheet allows only two inches at each end for tucking in and none for tucking under.

Household economists, however, say that good bed-making requires that the bottom sheet have six inches as a tuck-under at either end with five inches at either end to take care of the mattress depth. That makes twenty-two inches which, added to seventy-six, makes ninety-eight inches. Therefore, when shrinkage is taken into consideration, even the 99-inch sheet is inadequate. The only really satisfactory size is the 108-inch sheet—which after hemming and laundering really approximates the ninety-

eight inch length necessary to good bed-making, bed-making that won't allow sheets to pull out at the bottom.

We studied sales figures for retail stores and found that at least 70 per cent of the sheets sold are in the 90-inch and 99-inch lengths, yet the actual difference in cost between a 90-inch sheet and an 108-inch sheet of the same width is seldom more than about 30 cents. Considering the length of life of the average sheet, this saving is a fairly high price to pay for discomfort.

However, what amounts to a very small saving per customer may, in the aggregate, amount to a very considerable item to the store and the manufacturer. We analyzed the situation and found that, for a store, every \$100 net profit on 90-inch sheets would mean a net of \$370 if 108-inch sheets had been sold instead. Even though the actual spread in price per sheet is not very much, it costs as much in salaries, advertising, delivery, etc., to sell the short sheet as it does to sell the long.

A study of our findings convinced us that we had the basis of an excellent merchandising story for the retailer and of a sound advertising idea for the consumer. It also gave us something which would extend our market by opening new sources of volume, which should redound to the advantage of consumer, retailer, cotton grower and the mill.

In order to get full value from our advertising we created a trade name—we called our 108-inch sheets the Triple-Six sheets. The name was found in the fact that a pair of 108-inch sheets allows six inches tuck-under at both ends of the bottom sheet, a six-inch tuck-under at the lower end and an eighteen-inch (triple six) turnback over the blankets for the top sheet. Therefore, to our regular trade names of Utica and Mohawk we added the Triple-Six names and worked out a special label.

Our advertising story was then ready-made. We went to the retailer in full-page space in business papers and told him the story of long sheets in terms of comfort for



# Nothing *succeeds like* SUCCESS



**T**HE TIMES-STAR completes the day in Cincinnati. All members of the family have their particular reading preferences amply satisfied in this newspaper.

It follows that as an advertising medium The Times-Star is most successful. For twenty-three years it has maintained a record of carrying far more lineage than any other Cincinnati newspaper.

Hundreds of advertisers accomplish their aim speedily and economically by placing their copy exclusively in The Times-Star. You, too, will find that the shortest route to profitable sales is through



## THE CINCINNATI TIMES-STAR

HULBERT TAFT  
*President and Editor-in-Chief*

*Eastern Representative*  
**MARTIN L. MARSH**  
60 East 42nd Street  
New York



*Western Representative*  
**KELLOGG M. PATTERSON**  
333 N. Michigan Avenue  
Chicago

MEMBER OF A.B.C.—MAJOR MARKET NEWSPAPERS, INC.—MEDIA RECORDS

consumers and profits for him. We told him about our consumer advertising campaign and the merchandising help we were prepared to give him.

At first, of course, a number of retailers were highly skeptical. We were able to convince most of them, however, that we had found a new idea in sheet advertising and that we were giving them something that would add to their sheet yardage without adding to their overhead.

Finally, we were able to give the retailer the story of actual results. Gimbel Brothers in both Philadelphia and New York put on a special drive on Utica Triple-Six sheets during August. The result was that in New York the sales increase in 108-inch Utica sheets was 61 per cent and in Philadelphia 67 per cent.

Our first advertisement to consumers, which appeared in a woman's magazine last April, carried the headline, "Husbands will kick, but they can't kick out these Utica Triple-Six Sheets." There was a picture of a man sleeping uncomfortably on a bed which had too short sheets. We then went on to explain the solution to the mystery which has faced many a housewife—the mystery of why a 90-inch sheet won't stay tucked in even though the mattress is only seventy-six inches long.

In June we headed our advertisement, "7 out of 10 brides last year made this mistake," the mistake, of course, being the purchase of 90-inch and 99-inch sheets. In August the headline was "John Hamilton—I defy you to kick these sheets out at the bottom" and the picture showed a wife defying her husband.

In each advertisement we tried to get an arresting headline and a human-interest picture. We used plenty of copy because we felt we had an interesting story to tell, a story which would help solve a dilemma common to most housekeepers.

In our copy we have purposely kept away from an involved explanation of all the mathematics involved in our findings. We have confined our story to laying stress

on the discomfort of short sheets and the fact that the woman who buys Utica or Mohawk Triple-Six sheets eliminates this discomfort.

We have not neglected the story of durability. In each advertisement we talk about the high quality of our products and their ability to give long wear. We tell about laboratory tests which show that our products will stand up for ten years of average service. However, all of this is secondary to our main talking point—that only in Triple-Six sheets will the consumer get truly satisfactory service.

We have also used radio to spread our message to women and our radio copy appeal has followed closely that used in publication space.

Although the consumer campaign did not commence until April we have already been able to trace definite results. We have found a ready acceptance from most of our retail customers, particularly from department stores which are quick to get the picture of the advantages offered them to increase sheet yardage sales without adding to their costs of selling. That consumers are getting our story has been proved by the fact that they are coming into stores and asking about Triple-Six sheets.

Now that the evidence is coming in, we are convinced that we have hit upon a merchandising idea which has unusual appeal for both consumer and dealer.

### C. D. Roberts Appointed by Albert Frank

Charles D. Roberts, formerly president of the Advertisers Illustrating Company, has been appointed general manager of the Chicago office of Albert Frank & Company, advertising agency.

### Utilities Holding Company Appoints Donahue & Coe

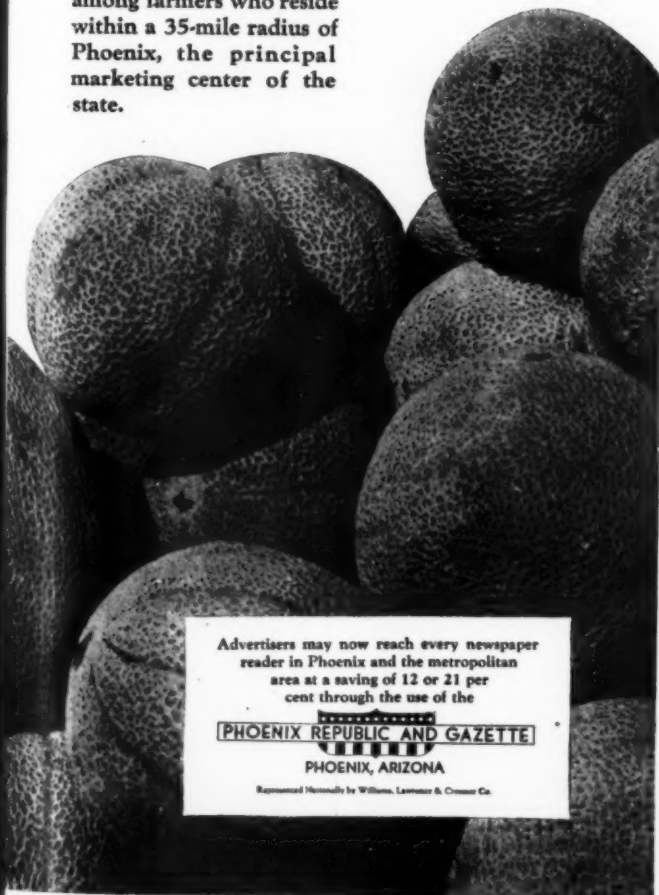
The Utilities Power & Light Corporation, New York, international public utilities holding company, has appointed Donahue & Coe, Inc., New York advertising agency, to direct its advertising.

### C. D. Brown Leaves Salt Lake "Tribune"

Carl D. Brown has resigned as advertising manager of the Salt Lake *Tribune*. He had been with the *Tribune* in that capacity for the last seven years.

# CANTALOUPE

Over 12,435 acres in the Salt River Valley, Arizona, are yearly planted to cantaloupes. Producing 1,492,200 crates in 1930 this crop yielded \$1,342,980 which was distributed among farmers who reside within a 35-mile radius of Phoenix, the principal marketing center of the state.



Advertisers may now reach every newspaper reader in Phoenix and the metropolitan area at a saving of 12 or 21 per cent through the use of the

**PHOENIX REPUBLIC AND GAZETTE**

PHOENIX, ARIZONA

Represented Nationally by Williams, Lawrence & Connor Co.

## **We should like to show a map of the United States to a manufacturer in New York City**

**H**E HAS lapped the cream of four metropolitan cities and has made a lot of money. His goods have no equal in the world.

But he doesn't know that Atlanta has more beautiful homes than Westchester, that Los Angeles is livelier than Broadway, that Kansas City rivals Park Avenue in smartness, that money flows freely in St. Louis, that Detroit and Cleveland have industrial developments which make Long Island and New Jersey seem like country villages.

This manufacturer could conquer an empire if he would study a map of the United States.

We have an excellent map which we should like to show him.



**THOMAS HARRINGTON**  
Director of Morning Programs  
Radio Department  
New York



**PAUL M. HOLLISTER**  
Vice-President  
and Account Representative  
New York



**THOMAS E. MAYTHAM**  
Account Representative  
*Buffalo*



**EDWARD H. HOSP**  
Assistant Account Representative  
*New York*



**ARTHUR WOLFRUM**  
Artist  
*Boston*



**WILLIAM SCHERFF**  
Assistant Account Representative  
*New York*



**C. S. WOOLLEY**  
Account Representative  
*New York*



**BEATRICE MABRY**  
Writer  
*New York*

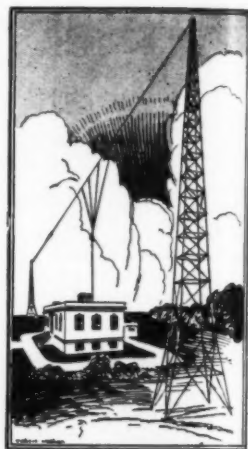
# **Batten, Barton, Durstine & Osborn** INCORPORATED **ADVERTISING**

**383 Madison Avenue, New York**

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building  
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building

# Building PRESTIGE and GOODWILL

## Radio Station WHAS



Renowned for the appropriateness, dignity and entertainment of its programs and for its efforts to serve adequately the people of Kentucky and Southern Indiana, WHAS has been an important factor in the building of the prestige and goodwill which have made The Courier-Journal and Times essentials in the lives of the readers of the Kentuckiana territory.



### KENTUCKIANA

The Greater Louisville Market, which includes practically all of Kentucky and a large portion of Southern Indiana, can be effectively reached at one low cost thru these papers alone.

**O**VER one hundred years of conscientious service to their readers have gained for these papers a circulation which is unique in the nation and a prestige which lends an added value to every advertisement published in—

## THE COURIER-JOURNAL THE LOUISVILLE TIMES

Major Market Newspapers, Inc. ♦ Audit Bureau of Circulations  
REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY



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# There Is Too Much Art in American Advertising

A British Viewpoint of the Esthetic Note in American Advertising Presentation

By Henry FitzGerald

**H**AS beauty of presentation become a fetish with the professional advertising man in this country?

The question is not an idle one, for it has been raised off and on these many years past by the thoughtful advertising practitioners on both sides of the Atlantic.

Now, some like to feel that this questioning comes from an entirely normal and healthy source, arising out of the "Virtue of Discontent" and manifesting itself as a true questing or forward urge toward some loftier ideal or finer practical purpose. Others, on the contrary, exhibit a more pessimistic view, namely that the esthetic appeal permeating so great a proportion of current American advertising is a sign of decadence. Which view is the correct one? Probably, as is so often the case with sincere but conflicting convictions, both aspects contain a measure of truth.

The writer is inclined to lean toward the more pessimistic view of the matter, for reasons which he endeavors to set forth in this article.

Take any of the higher class periodicals published in the United States today, and commence examining them from the back cover, working toward the front. I defy any professional advertising man not to be impressed by the sheer beauty of presentation exhibited throughout the advertising pages. In the case of some of these publications the esthetic note wells up and assails the senses with a volume and intensity almost importunate in its appeal. Indeed, the effect of some single advertisement is kin to a species of swooning delight, so exquisitely poised is the whole, so skilfully balanced as to its component elements, so flawless in the nice adjustment of its finer values—like one of Nature's more

complex blooms. And these instances are by no means few and far between. They are the rule rather than the exception. They obtrude due more to their plurality than their singularity. And individually and collectively they represent the professional advertising man's triumph in artistic synthesis.

Let it be noted that this higher presentation is not solely confined to those periodicals appealing to the more cultured type of reader. For, if this were so, the whole question at issue would possess small significance. On the contrary, the esthetic note has percolated down into the more popular periodicals and into the daily press. Even the hoardings are not immune.

It would seem to the trained but outside observer that the entire advertising fraternity is bemused with beauty, caught up in the spell of it, as in the high fervor of some great spiritual crusade.

And herein lies the danger: *that beauty of presentation should become an end in itself.* In other words, that advertising should lose sight of its essential purpose and degenerate into a cult. For, the moment that any applied function tends to harden into a formula and evade its due subservience to the main purpose, then and thereafter it can be said to be of no effect. It has ceased to perform its stint. It leads only to sterility. It becomes the unhappy leaven that leavens the whole lump.

It is a somewhat despairing truism—rooted no doubt in some obscure cosmic law—that all impulses, being elliptical in tendency, have in them the seeds of their own defeat. This would appear to be more especially the case when the urge toward perfection of form is made an admixture of the process. It is for this reason that the whole range of the world's art and liter-

ature reveals rhythmic instances of sheer sterility, where substance and significance have been sacrificed to form. "Euphuism" they called it in the classics. The vital aim became a secondary consideration. Style was everything.

Is there not something of the same dread fate in store for American advertising?

What is the significance of this beauty fetish, anyway? And how and where can its soft, spineless barrenness be reconciled with the true spirit of this vast, vigorous republic? Can it be possible that the lisping sibilant tone emanating from so large a proportion of American advertising today is that best suited to catch the ear of a people proverbially athrob with energy, vitality and the indomitable forward stride—what the world avows today as the "American spirit"? This spirit does not appear to be reflected in American advertising. Therefore there must be something amiss with the cult. And the probable answer is that it has become a "cult," and as such is on the decline.

Now what is the reason for all this? Can it be that, obeying the cosmic law referred to above, American advertising has about completed its allotted elliptical span—has looped the loop, to put it colloquially? This is very likely the case. The almost feverish pursuit of beauty of presentation would seem to point that way. And anyone will tell you—anyone who knows life and the world and work—that it is much easier to do something beautiful than something practical. The line of beauty is the line of least resistance. The pursuit of a practical end by practical means is something far more difficult. It is an exacting task which calls for exacting processes. Looking at American advertising today, one cannot help wondering what has become of the one-time vigor and manliness of appeal, with its keen angularity, perfervid, arresting. Except in a few isolated instances, it seems to have gone by the board and to have reigning in its stead a somewhat flabby system of curves and cloying sweetness.

There is too much *Art* in cur-

rent advertising. It is a bad sign. It simply signifies that advertising practitioners as a body have run dry of the creative impulse and in default are pursuing oblique methods of appeal. Oscar Wilde said that the true test of art is that it shall be entirely useless. There is a lot of truth in it.

All this is not to be taken as a plea for the elimination of the esthetic note from American advertising, reducing it to the level of "homeliness" which characterizes so much of British advertising at the present time, or still worse the Continental European styles. It is simply an attempt to point out the inevitable danger of allowing the pursuit of beauty of presentation to become an end in itself, rather than a governable adjunct and an aid toward a clearly envisioned practical end. And as soon as advertising ceases to be a practical means toward a practical end it ceases to be anything, except a frightfully costly indulgence.

### J. W. Ross, Publisher, New Orleans "Daily States"

J. Walker Ross, for the last forty-six years with the New Orleans *Daily States*, has been appointed editor and publisher of that paper. He succeeds James L. Ewing who has been made president of the Daily States Publishing Company, publisher of the *Daily States*.

### R. K. White, Assistant Sales Manager, Oakland

R. K. White, advertising manager of the Chevrolet Motor Company, Detroit, has been appointed assistant sales manager of the Oakland Motor Car Company, Pontiac, Mich. He was formerly sales promotion manager of Chevrolet and later manager of its Atlanta zone.

### Advanced by Cincinnati Agency

Robert J. Savage and Ruth B. Rosenthaler, of Frederick W. Ziv, Inc., Cincinnati advertising agency, have been advanced to the positions of production manager and radio director, respectively.

### Max Resnick Starts Own Business

Max Resnick, formerly with the Allen Rieselbach Agency, has started an advertising business under his own name at Milwaukee. Offices are at 765 N. Water Street.

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Long considered impracticable, the washing of comforters at home with no loss of their original lustre or fluffiness can now be easily accomplished by methods worked out for the first time in Delineator Institute. There are available today many excellent laundering appliances. By constantly devising simple and efficient methods for their use, Delineator Institute is rapidly disarming that ancient enemy of womankind—wash day!



*Delineator Institute exists primarily for the editing of more interesting and more helpful service articles*

### Now Kelly, Nason & Roosevelt, Inc.

The name of The Tucker Agency, Inc., New York, advertising, has been changed to Kelly, Nason & Roosevelt, Inc. Elliott Roosevelt, son of Governor Franklin D. Roosevelt, has been elected a vice-president of the agency and James R. P. Nason has been elected treasurer. John C. Kelly continues as president of the organization, which will have its offices in the 370 Lexington Avenue Building.

Both Mr. Roosevelt and Mr. Nason were formerly with Albert Frank & Company. Mr. Kelly was associated for fifteen years with the late Nicholas F. Brady and about a year ago bought the business of The Tucker Agency which was founded about twenty years ago by W. Gaylord Tucker.

### Valvoline Oil to Keelor & Stites

The Valvoline Oil Company, Cincinnati, producer and distributor of lubricating oil and greases, has appointed The Keelor & Stites Company, Cincinnati advertising agency, as advertising counsel. Radio and outdoor advertising will be used in addition to business-paper advertising.

The Galena Oil Corporation has recently been acquired by the Valvoline Oil Company, and will be operated as one of its divisions. The Galena Oil Corporation's advertising will also be handled by The Keelor & Stites Company.

### Heads Auto Cinema Sales Company

Horace Parker has been elected president of the Auto Cinema Sales Company, Inc., New York, sole distributor in the United States and Canada of the Auto Cinema Sound-on-Film Advertising Projector. Other officers of the company include A. O. Kellogg, vice-president and general manager, and Hans R. Kossman, formerly with the Consolidated Film Industries, vice-president.

### Now Grant & Wadsworth and Casmir, Inc.

D. C. and Marvin Casmir, formerly with Casmir & Laird, Inc., have joined Grant & Wadsworth, Inc., New York advertising agency, as vice-presidents. The name of the company has been changed to Grant & Wadsworth and Casmir, Inc.

### Joins The Wesley Associates

Miss Beulah Charley, formerly with Lesher, Whitman & Company as creative artist and publicity manager, has joined The Wesley Associates, New York, as merchandise counselor and stylist in its home furnishing department.

### Members of Package Award Jury Appointed

Rules which will govern the award of the Irwin D. Wolf trophy for the best package developed and put on the market during 1931 and the names of the jury members who will determine the award, have been announced by the American Management Association. The award will be made at the second Packaging, Packing and Shipping Conference, Clinic and Exposition to be held at the Palmer House, Chicago, from March 7 to 12, 1932.

Mr. Wolf, who is general chairman of the approaching series of conferences, is secretary of the Kaufmann Department Stores, Inc., and vice-president in charge of the consumer marketing division of the American Management Association.

Members of the jury who will act as judges include: Alon Bement, director, Art Center, New York; Dr. Charles R. Richards, executive vice-president, Museum of Science and Industry, New York; Dr. John A. Stevenson, vice-president, Penn Mutual Insurance Company; Dr. Paul H. Nystrom, professor of marketing, Columbia University, and Richard Bach, director of industrial relations, Metropolitan Museum of Art, New York.

Rules governing the selection of entries for the award, follow:

The award will be made for the best package developed and placed on the market beginning January 1, 1931 and ending February 15, 1932.

Any company or firm which orders and uses packages in the distribution and sale of commodities is eligible to enter its package or packages in the competition.

The award will be made to the company making the entry and where possible the name of the individual artist or designer will be mentioned in the award.

Entries close at 5:00 P. M., February 15.

A brief statement regarding each entry, not to exceed a typewritten page of 8½ by 11 inches per entry will be required.

Honorary awards will be made by groups or classes of packages and the Wolf award will be made from among the winners of the group entry awards.

### F. J. Gagen Heads Chicago Legion Post

Frank J. Gagen was named commander of the Chicago Advertising Men's Post of the American Legion at its annual election last week. He succeeds George M. Crowson.

John R. Robinson was elected first vice-commander, while Paul P. Arenson and Edwin D. Read were elected second and third vice-commanders, respectively. Samuel J. Robinson was elected adjutant and Fred I. Sipp treasurer.

Charles C. Green, Edmund P. Hayes, James E. McNamara, Harry M. Nelson, Walter L. Snelling and Lionel G. Thorness were elected to the board of directors.

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Sure,  
people are markets... *if*  
*they are able to buy*



**C**HINA teems with people... so does India... and Java.... They are people... but they are not markets that can be sold at a profit under present conditions, *because individual incomes are too low.*

American metropolitan centers are markets, of course, but when you break them down and study them and analyze them you find that only half of the population falls in the Able-to-Buy class.

Portland is much like other good markets, but the Portland Market Study shows that in Portland one-third of the grocers sell two-thirds of the groceries—that

half of the people buy 80 per cent of the shoes—that half of the families purchase three-quarters of the automobiles.

Through this market study it was learned that families in low rental neighborhoods are not markets in the ordinarily accepted sense of the word, *because their individual incomes are so low that they are forced to buy in bulk—to sacrifice quality for quantity.*

Reaching that half of the population which makes up the Able-to-Buy families has been made a simple task through the market study. The advertisers who sell these families, sell at a profit.

*If unable to see the Portland Market Study in person, ask your Portland representative to see it and report his findings. This study takes the high cost out of selling the Portland market. Shown only by appointment.*

# The Oregonian

PORTLAND, OREGON

National Representatives

WILLIAMS, LAWRENCE & CRESMER

New York

Chicago

Detroit

San Francisco

Los Angeles

Seattle

*"It is always a satisfaction to discharge a duty to a friend just a little better than he expects."*

LORD WANDERFOOT

(NOW TRAVELING IN THE UNITED STATES)

It is never out of order to re-examine the ELEVEN CITY MARKETS with a representative of the Boone Organization. In many instances you will find mis-impressions corrected and missing facts supplied.

This organization is learning something of importance to somebody EVERY DAY about 25,000,000 consumers and the retailers and wholesalers who provide their merchandise. In these large and concentrated markets, business is never at a standstill. It is always *in motion*—creating continually the new selling op-

portunities for the manufacturer and his goods.

The Boone Man brings you foundation information which is accurate plotage of outlets. Plus current reports which answer the pressing question, "What is going on NOW?"

**CALL THE BOONE MAN**



**RODNEY E. BOONE ORGANIZATION**

INTERNATIONAL MAGAZINE BUILDING

57th STREET AT 8th AVENUE, NEW YORK CITY

**CHICAGO**  
Hearst Building

**PHILADELPHIA**  
Fidelity Philadelphia  
Trust Building

**DETROIT**  
General Motors Bldg.

**BOSTON**  
5 Winthrop Square

**SAN FRANCISCO**  
Hearst Building

**ROCHESTER, N. Y.**  
Temple Building

**CLEVELAND**  
Union Trust Building

**ATLANTA**  
Glenn Building

**D A I L Y**

New York Journal  
Boston American  
Albany Times-Union  
Detroit Times

Syracuse Journal  
Rochester Journal  
Washington Times-Herald

Chicago American  
Baltimore News  
Omaha Bee-News  
Atlanta Georgian

**S U N D A Y**

Boston Advertiser  
Albany Times-Union  
Detroit Times

Syracuse American  
Omaha Bee-News  
Washington Herald

Baltimore American  
Rochester American  
Atlanta American

# A Credit Man's Views on Credit Work by Salesmen

To Build Constructively and Soundly, Every Sales Program Must Rest on a Firm Credit Foundation

By C. O. Zimmerman

Credit Manager, Graton & Knight Company

**B**EFORE proper consideration can be given to the question of what part salesmen should play in the credit and collection work\* the following three factors which have a very important bearing on the subject should be definitely understood.

1. The science of credit (and it is a science as distinctive as medicine or law) has been the most important factor in the development of our present-day civilization. Like all factors of an intangible nature, its importance is frequently underestimated and it is not until adverse conditions which bring it more prominently to the front that the importance of its relationship to our everyday business is fully recognized.

To prove this point, it is only necessary to note the demoralized conditions of the financial structure of practically every country of the world today, an effect produced that can be attributed, when everything else is boiled down, to a single cause—the abuse of credit.

2. The second factor which must be considered is the necessity of having established a credit policy which must be individually adopted to the requirements and operations of each grantor of credit.

3. The problem of developing profitable sales is so closely related to the credit factor that no company can hope to operate successfully where these two factors are not closely co-ordinated and are not looked upon as being of equal importance.

Bearing in mind the thought brought out by the second factor, it will be readily appreciated that there is no general answer to the question of the part salesmen

should play in credit work which could be applied alike in all cases. In connection with our own organization there is a very close co-ordination between the sales and the credit departments, and this is properly based on the acknowledged fact that when an order for merchandise is shipped and billed, it is only half sold and the other 50 per cent is not completed until the bill is actually paid.

So far as the collection problem is concerned, this can be materially lessened if the credit factor is definitely understood at the time a bill of goods is sold.

The majority of collection problems develop out of the ignoring of the credit factor at the time the first sale is made or even earlier when the customer is in the prospective stage. Approaching this fact, we have approached our salesmen seeking their co-operation to the point of having definitely established each prospect's credit responsibility before the account is worked on actively in an effort to produce sales.

It has been our experience that this procedure avoids an unnecessary waste of time and expense on the part of the salesman and further eliminates the embarrassment of refusing credit after the salesman has already taken the order.

You will readily see that from a buyer's standpoint if he has been actively worked on by the salesman and eventually places an order, he does so concluding that his credit responsibility must be satisfactory to have justified the continued solicitation.

It would, therefore, be evident that if the credit department did not step into the picture until after the order was actually placed, it would be exceedingly more difficult

\*See "Are Credits and Collections Part of the Salesman's Job?" by E. B. Weiss, *PRINTERS' INK*, Oct. 1, 1931.

to arrange satisfactory terms to apply on such an order than if the question of credit were discussed before the order was received.

This policy does not place any responsibility on the part of the salesman to collect credit information about his prospective customer. We realize that from a psychological standpoint he is at a disadvantage in compiling such information and furthermore, such work being of a specialized nature, a proper analysis of a situation could not always be made.

It has been our experience many times to effect special credit arrangements with our customers particularly applicable to their case, with the result that sales were produced with the proper credit safeguards, which would not have been possible had we relied upon surface conditions such as would have been available to a salesman if he had been called upon to make the credit investigation.

So far as our collections are concerned, we thoroughly appreciate that it is an extremely difficult job for a salesman to be of help along these lines and it is only in rare cases where the circumstances make it possible that we call on our salesmen for help in our collection work. Here again specialized experience and the necessity of adopting a definite procedure according to the facts in each case prohibits giving this responsibility to a salesman.

In relation to the third factor I would say that the traditional conflict between the sales department and the credit department is decidedly less pronounced today than it has been in the past, and it is safe to predict that wherever it does exist it cannot help but create a serious hindrance to that company's progressive development.

The old theory was that a salesman was a natural optimist whereas the credit man was a born pessimist. Both of these statements are, of course, extreme with the results that such extremes never meet, whereas a combination of sound optimism coupled with pessimism open to conviction can create sales programs which would be productive of sound results.

Summarizing the foregoing remarks, I would emphasize again the following point, which is a very important one, particularly under present conditions. To build constructively and soundly, every sales program must rest on a firm credit foundation. This can only be accomplished by placing this responsibility in the hands of individuals properly versed in this work, namely, credit men.

### Memphis Campaign to Be Expanded Next Year

Expansion to mediums other than those now being used in the campaign to advertise the City of Memphis is to be reserved until after January 1. At that time a second campaign for a \$200,000 advertising and industry-building fund is to be waged, the entire amount for 1932 expenditure. Last May the United Memphis Committee raised \$115,000.

Projected as the goal of ten years of advertising under Memphis' "program of progress" is an international exposition to be staged as a celebration of the 400th anniversary of DeSoto's discovery of the Mississippi in 1541.

Even splitting of all advertising expenditure in Memphis between local newspapers and national advertising is the feature of the 1931 campaign, according to those behind the campaign. They state that merchandising of the national series to the people of Memphis through facsimile insertions with explanatory copy in Memphis newspapers is expected to go far toward assuring a sufficiently large fund in 1932 to put the Memphis national campaign in its stride for the remainder of the ten-year period before 1941.

Lake-Spiro-Cohn, Inc., Memphis advertising agency is handling the campaign.

### New Accounts to Mason Warner

R. E. Wilsey & Company, investment securities, Kelley, Richardson & Company, municipal securities, the Lake Shore Trust and Savings Bank, the Madison-Kedzie Trust and Savings Bank and the Crooks Terminal Warehouses, all of Chicago, have appointed the Mason Warner Company, Inc., Chicago advertising agency, to direct their advertising accounts.

### To Sponsor Art Exhibit

An exhibition of contemporary advertising art will be held during the entire month of November at the Scarab Club, Detroit, under the auspices of Advertisers, Incorporated. An invitation has been extended to artists both in the United States and in foreign countries for each to exhibit one drawing of his own choice. Photographs also will be exhibited. There will be no jury and no prizes will be awarded in the exhibition.

**WHO  
BUYS  
IT★  
NOW?**

★**Your Bacon  
Your Playing Cards  
Your Dental Cream**

**THE CLASS MAGAZINE**



Following Stonewall Jackson's dictum that victory goes to the general who "gits there fustest with the mostest men—"

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It seems reasonable to suppose that merchandising is a campaign where results come from putting in the besticks in those places where the greatest sales opportunities lie.

In the opinion of 589 chain store executives *those places* are high class neighborhoods where it logically follows the greatest number of COSMOPOLITAN readers are located.

Leading in resource as well as in number in these urban localities, these COSMOPOLITAN families, investigation shows, are *buying now*—

More Living Room Furniture

More Electric Refrigerators

More Card Tables

Hearst's International  
combined with  
**Cosmopolitan**

57th Street and Eighth Avenue, New York

with 1,700,000 Circulation

# Direct-Mail Advertisers Study Cases and Talk Results

They Get a Report Which Shows Advertisers Are Lax in Inquiry Follow-Up

**"M**IX with your fellow craftsman. It broadens you—you haven't got all the ideas." This injunction to delegates to the annual conference of the Direct Mail Advertising Association, held at Buffalo, N. Y., last week, was closely followed. The program offered ideas aplenty—practically every speaker getting right down to cases and discussing actual campaigns in detail. Material from complete campaigns was on exhibit so that this could be studied and questions asked.

If a speaker did not fully explain, or if he omitted a point which might have had some bearing on what his campaign accomplished, he was sure to be checked up with questions from the floor. The discussions from the floor, coupled with the speeches from the platform, not only brought about an interchange of ideas, but, in several instances, aired conflicting opinions concerning the relative value of different direct-mail practices.

Direct mail is made more direct, in the experience of Jesse J. Ramsdell, advertising manager of the Parker-Bridget Company, Washington, when customer lists are classified and particular mailings designed for each customer group. His store has made three classifications, A, B and C. Mailing pieces addressed to Class A, if sent to Class C would result, very likely, in wastage, because they would oversell the C group, whose buying power would be in a lower price range. Similarly a Class C mailing would lose in effectiveness if sent to Class A members, because it would undersell that group on its buying requirements.

The importance of making a direct-mail piece hit the interest of the person to whom it is sent was also developed in a group meeting of industrial advertisers. The speaker was Lambert J. Wischerath,

advertising manager of the Buffalo Foundry & Machinery Company and the Sumet Corporation, both of Buffalo. His experience has been that you can't take a mailing list, part and parcel, and expect



**Ben J. Sweetland**  
*New President, D. M. A. A.*

mailing pieces to dovetail automatically into the advertising program as a whole. His advertising appropriation was reduced one-half by sticking to a program of aiming at fundamental results. This policy led to increasing measurable results by 900 per cent. The first step called for the elimination of suspects from the mailing list and the substitution of prospects. "Suspects," he classified as those whose requirements or whose authority to buy is not definitely known. A prospect is one whose wants are known, and it is the purpose of the direct-mail campaign to try to meet these wants, by varying the copy to meet these needs.

Instead of merely sending out "literature," Mr. Wischerath explained, letters are sent to prospects informing them that a book is ready for mailing; that, while

the supply is limited, a copy may be had by dropping the advertiser an enclosed card. A postscript in the letter asks the prospect to tell what problems particularly interest him. If the postscript invitation is acted upon, the prospect's letter of inquiry is answered not by an immediate mailing piece sent in a matter-of-course manner but with a letter explaining that the engineering department is studying the matter and assembling information.

The completed study, where possible, is delivered by salesmen who have the advantage of sitting down and talking over their prospects' problems. This policy of building up mail inquiries to meet individual requirements, coupled with more intelligent timing of mailings and a more direct message sent through channels from which all deadwood has been cleared, has increased the effectiveness of business-paper advertising by 280 per cent.

The use of a house magazine as the criterion of all direct-mail activities was outlined by Montgomery R. Budd, of the Hercules Powder Company. Hercules salesmen seem to feel that discrimination is needed where new names are to be placed on the mailing list of the "Explosive Engineer," whereas there is apt to be less check-up used in just putting a name on the company's direct-mail list. Salesmen know that it costs money to publish a magazine and they are particular whom they recommend for mailing list additions. The company feels that, under these circumstances, if a prospect or customer is good enough to get the "Explosive Engineer," he is good enough to keep on the direct-mail list. The result is that the circulation list of the house magazine is the department's direct-mail list.

Mr. Budd also brought out the point that where direct-mail literature is requested, it is beating about the bush to try to send accompanying letters that try to make the recipient feel that his request is being given special consideration. "Why not be frank?" asked Mr. Budd. "We asked ourselves that question and we now attach a

printed card stating that we are sending the desired information and acknowledging our appreciation of the chance to be of service." Mr. Budd finds that this procedure is more businesslike and saves time for the company and the inquirer.

A high point in attendance was registered at the session addressed by Billy B. Van, former vaudeville comedian, who told about the beginnings and work of the Pine Tree Products Company, of which he is president.

Exchange of mailing lists between non-competitive companies was advocated by John A. Smith, Jr., advertising and sales manager of the Frank E. Davis Fish Company, Gloucester, Mass. This policy is working satisfactorily for his company and the companies that co-operate, as, for example, a concern selling electric refrigerators whose mailing list dovetailed with the needs of the Davis company. Similarly the names of buyers of frozen fish offered a good source of prospects to the refrigerator company.

Four ways in which the effectiveness of copy may be determined were outlined by James H. Picken, Chicago consultant in advertising. First, is an expression of personal opinion. Second, is for a group to express its decision. Third, is to make a test, unsatisfactory because frequently statistical judgment is not sound. Fourth, and most desirable, is to apply a series of formulas which endeavor to ascertain what reaction the copy will have in the mental processes of the readers for whom it is intended. These mental processes, it is claimed by Mr. Picken, are being forgotten. He set forth four yardsticks for passing upon copy effectiveness:

1. Every selling piece sent out should tell the advertiser's whole story.
2. Long copy is better than short copy.
3. Copy should be posterized, that is, it should be designed to tell the highlights at a glance.
4. Headlines must epitomize the story.

Stodginess and unnaturalness in

SATURDAY  
EVENING  
POST

LIBERTY

# WHICH is America's Best

**Announcing An Entirely  
New Kind of Reader In-  
terest Survey . . .**

**No Reader Votes . . . No Ex-  
pressions of Opinion . . .**

**Merely A Tabulation of Ex-  
actly *WHAT HAD BEEN*  
READ . . .**

**In The 3,789 Copies of 6  
Consecutive Issues of the  
4 Mass Weeklies Found  
Among 15,000 Persons in  
6 Cities in 6 States . . .**

**Conducted by Dr. George  
Gallup, Professor of Jour-  
nalism and Advertising,  
Northwestern Univer-  
sity . . .**

**Under the Observation of  
the Association of Na-  
tional Advertisers.**

**Y**OU can prove the difference of the 4 mass weeklies, through their latest A. B. C. reports. But no report on circulation—or circulation *methods*—can prove the difference in reader interest, in *advertisement* circulation.

This announces an entirely different kind of report—going beyond even such worthy experiments as solicitations of public opinion. Now available for the first time is an actual census of every editorial and advertising item that 3,789 readers saw or read in 6 consecutive issues of the 4 mass weeklies.

Dr. George Gallup, Professor of Journalism and Advertising at Northwestern University and his staff of trained interviewers made 15,000 calls at random in the cities of Springfield, Mass.; Philadelphia, Pa.; Greensboro, N. C.; Columbus, O.; Topeka, Kans.; and Sioux Falls, S. D.; during July and the first two weeks of August, 1931.

Persons found to possess a *current* issue of one or more of the 4 mass weeklies were conducted through their copy, page by page and asked to check *every* item that

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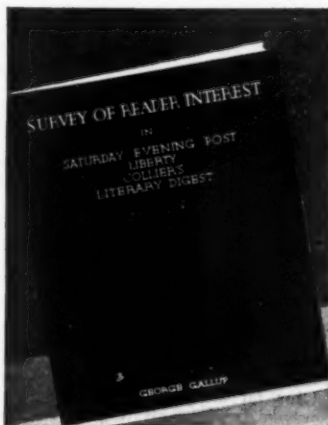
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A representative of the Association of National Advertisers was present in the field during the studies in Philadelphia, Pa.; Greensboro, N. C.; and Columbus, O. House-to-house calls were made in company with investigators and the manner of interrogation was observed. Processes of collation and computation were noted.

Here are answers to such questions as: "Which magazine is read most intensely?" "In which magazine will my advertisement be seen and read by the greatest number of Men? Women?" "What is the relative value of Double Spreads? Pages? Half Pages? Double Columns? Single Columns?"

Because of the specialized nature of this report only a limited edition has been prepared. If your advertising plans contemplate the use of one of the 4 mass weeklies, we shall be pleased to have a representative personally deliver a copy of the report to you. Kindly address a letter—or the memo tab below—to Liberty, 420 Lexington Avenue, New York, N. Y.



NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

letter writing were lampooned by L. E. Frailey, director of personnel of the Ralston Purina Company, St. Louis. He amused the conference by reading examples of business correspondence that had come to him, using names of people in the audience to drive home his point that many business letters dealing with everyday occurrences kill themselves with artificiality, either of sincerity or friendliness. Words that sound big and mean nothing, stiffness in expression, old-fashioned phrases, all of these were compared to hazards on the golf course as traps that the letter writer must avoid if he wants to drive his point to his goal, the reader.

Know what you want to say, say it and stop, Mr. Frailey advised. Don't coddle or apologize, be honest and frank and friendly.

The results of inquiry study among national advertisers were reported by A. R. MacFarland, advertising manager of the United Autographic Register Company, Chicago. The requests for inquiries were picked from magazines to see how direct mail co-ordinated with publication advertising and because here were actual promises of booklets or samples. Too few advertisers, he found, think what they are going to do when inquiries come in. If inquiries are not going to be used, there is no point unless it be a troublesome one, to ask for them.

The conclusion reached as the result of this study is not complimentary to advertising efficiency. Of inquiries addressed to 231 advertisers, seventeen failed to bring a reply; nineteen answered promptly; twenty-one took four days for an answer; twenty-five took seven days; twenty-four took nine days; eleven took fourteen days, and two of them took thirty-one days.

Analysis showed that 76.2 per cent of the replies came in plain envelopes, while only 23.8 per cent were enclosed in envelopes with an advertising message on the outside. On the basis of envelope appearance, 4 per cent were judged excellent; 18 per cent good; 30 per

cent fair, and 48 per cent poor.

In the mailing of material, no letters accompanied the mailings in 35 per cent of the mailings; processed letters were used in 33 per cent; typed letters in 21 per cent; printed letters in 8 per cent, and stenciled letters in 3 per cent.

On quality of fill-ins, 33 per cent were judged excellently matched, 15 per cent fair, and 25 per cent poor. No fill-ins were used in 27 per cent of the mailings.

In general appearance and style, 58 per cent were judged terrible, giving no satisfactory impression before the judges even started to read the contents of the letters; 31 per cent were fair, and 11 per cent excellent.

In answer to the question: Did the advertising tell the story clearly, sincerely and effectively, the answer on the average was no. The quality of message was grouped as follows: 14 per cent excellent; 28 per cent fair, and 58 per cent poor.

By and large, Mr. MacFarland reported, the quality of direct-mail enclosures was far superior to the quality of any other phase of the follow-up campaign. These enclosures were classified as follows: 20 per cent poor; 36 per cent good; 22 per cent excellent, and 22 per cent fair.

In 76 per cent of the instances, advertisers were willing to take just one shot and call their inquiry follow-up quits. Only 17 per cent followed up with a salesman's call. Only 18 per cent told where the product that was advertised could be bought.

An entire session was devoted to a plan board meeting. This took up the results of questionnaires sent to association members and setting forth the problems of two advertisers. Leonard J. Raymond, of Dickie-Raymond, Inc., read the tabulated summaries of the questionnaires and then called upon the advertising managers of the two companies to discuss what was actually done and why.

From among the many details discussed, greatest interest centered around the question whether advertisers should pay 50 per cent of

the cost of material furnished to dealers, or 66 2/3 per cent. A raising of hands was called for, which registered majority preference for the fifty-fifty cost basis. Vance C. Woodcox, director of sales promotion of the Kelvinator Sales Corporation, emphatically declared for the fifty-fifty system, stating that his company charged on this basis if the material consisted only of an envelope or an insert.

It was admitted that charging for material slowed up its distribution, but this disadvantage, he believes, is offset by the benefits of assured use of material. The trade appreciates that which it has to pay for, he contends, and with the advertiser, will encourage paying an equal share of the cost of sales promotion material when it is known that the income thus returned will be put to further work in the budget and spent again.

Mr. Woodcox described a Kelvinator campaign which, calling for an expenditure of \$325,000, aimed to create \$1,000,000 of plus business. George W. Mason, president of Kelvinator, agreed to the campaign, provided that its cost would be paid for from one-third of the anticipated plus business. This put responsibility up to Kelvinator executives. When the campaign was completed it had produced \$956,000 in orders.

Mr. Woodcox explained that all Kelvinator dealers are urged to maintain a mailing list of 500 prospects. Names that are dropped for any reason must immediately be replaced with new names to keep the file up to 500.

Homer J. Buckley, chairman of the association's postal committee and president of the National Council of Business Mail Users, reported the status of the move by the Postmaster General to get increased rates on fourth-class, or parcel-post matter. The National Council, when it heard that application had been made to the Interstate Commerce Commission for a rate increase, immediately requested a hearing. This request has been granted and both the Post Office Department and the National Council are now accumulating in-

formation and data for that hearing.

The final day of the conference was given over to description and analysis of five campaigns that were among fifty selected for display in the exhibition held in conjunction with the conference. In each instance, the campaign under discussion was described by the advertising manager under whose direction it was conducted.

In addition to awards to these fifty advertisers, presentation also was made of five special awards: The J. L. Hudson cup for retail direct-mail advertising went to the Gile Merchandising Service, Minneapolis, the Multigraph cup for the best series of form letters went to the New Yorker Hotel, with honorable mention to *The Sportsman*. The New Yorker Hotel also won the *Postage and the Mailbag* trophy for the most noteworthy accomplishment in direct-mail advertising through the year. The Standard Envelope Mfg. Company's Silvertone trophy went to the Manifold Co. division of the United Autographic Register Co.

Ben J. Sweetland, of Sweetland Advertising, Inc., New York, was elected president. He succeeds William A. Biddle, who continues as a member of the board of directors. C. S. Watson, of New Toronto, Charles A. Bethge, of Chicago, and Leonard J. Raymond were elected directors. Mr. Watson and Mr. Bethge also were elected vice-presidents. Frank L. Pierce continues as secretary-treasurer.

The next conference and exhibition will be held at New York, which will be host to the association for the first time.

Mr. Sweetland, in acknowledging his new responsibilities as president, told members that there would be no stopping of association activities during the coming year; no crying on each other's shoulders. The conference sessions had shown, he said, that there are businesses that are going ahead and doing better, that there are campaigns producing sales, and that it is facts like these which would be studied so as to point the way to better business through intelligent use of planned direct-mail.

# 21 STORES

*to visit this EMPIRE LIV*

*designed by Good*

YOU ARE INVITED TO SEE THIS  
ROOM ON EXHIBITION AT:

Flint & Horner <i>New York City</i>	Sydnor & Hundley <i>Richmond, Va.</i>
Frederick Loeser Co. <i>Brooklyn, N. Y.</i>	Duffee-Freeman Furniture Co. <i>Atlanta, Ga.</i>
John M. Smyth Co. <i>Chicago, Ill.</i>	F. W. Keisker & Son <i>Louisville, Ky.</i>
P. A. Bergner & Co. <i>Peoria, Ill.</i>	New England Furniture & Carpet Co. <i>Minneapolis, Minn.</i>
Boggs & Buhl, Inc. <i>Pittsburgh, Pa.</i>	Kennard & Sons Carpet Co. <i>St. Louis, Mo.</i>
Sterling and Welch Co. <i>Cleveland, O.</i>	Howard Lorton Company, Inc. <i>Denver, Colo.</i>
F. G. & A. Howald Co. <i>Columbus, O.</i>	Dorris-Heyman Furniture Co. <i>Phoenix, Ariz.</i>
The Kreimer Brothers Co. <i>Cincinnati, O.</i>	John Breuner Co. <i>Oakland, Calif.</i>
Detroit Wholesale Furniture Co. <i>Detroit, Mich.</i>	Suydam, Inc. <i>Kansas City, Mo.</i>
William H. Post Carpet Co. <i>Hartford, Conn.</i>	P. J. Nee Co. <i>Washington, D. C.</i>
J. B. Wells & Son Co. <i>Utica, N. Y.</i>	Good Housekeeping Studio <i>New York City</i>

# GoodH



ES *invite you*

PIRLIVING ROOM

ed by Good Housekeeping Studio



**G**OOD HOUSEKEEPING announces another advance in its work of exhibiting in principal stores, the rooms designed by its Studio (Helen Koues, Director) to authoritatively guide American women as to the assured trends in furnishings.

In the Studio pages of October Good Housekeeping you will see an attractive Living Room which is an exquisite embodiment of the trend in decorating toward French furnishings. The French atmosphere of the Early Nineteenth Century is delightfully captured in this Empire furniture.

Prominent retailers throughout the United States, knowing the authority behind the work of Good Housekeeping Studio, gladly arranged to exhibit this Living Room as designed by the Studio on their own floors. The room, actually reproduced as illustrated in Good Housekeeping, is now being exhibited by the dealers named on these pages.

Advertisers interested in furnishings and decorations are invited to visit the nearest exhibit of this Empire room—or to visit Good Housekeeping Studio, New York, and see the work it is constantly doing to stimulate sales for the furnishing industries.

Good Housekeeping

—Everywoman's Magazine

# How Bausch & Lomb Are Reducing the Factory Waste-Line

A Novel Plan of Plant Posters That Are Making a Distinct Impression on the Workers

By W. B. Edwards

**F**ACTORY posters urging workers to avoid waste are commonplace. But the posters now in use at the plants of the Bausch & Lomb Optical Co., Rochester, N. Y., are anything but commonplace.

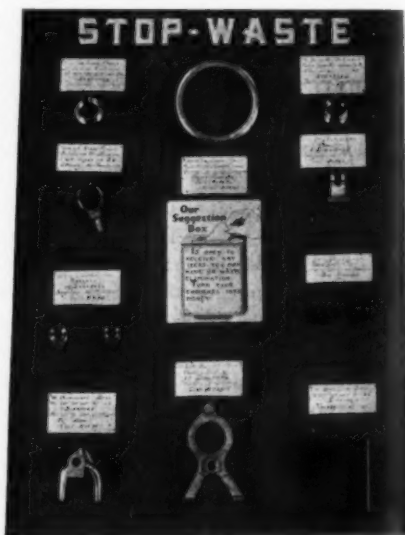
These posters are part of a comprehensive campaign that is being waged currently by Bausch & Lomb to reduce or lower the factory waste-line. The reduction of waste, in the opinion of the management, is one of the paramount issues claiming the attention of the directing officials today. And while it is therefore receiving adequate attention from the directing heads, the management realizes that the real solution lies almost entirely in the hands of the rank and file of employees.

As the employees' house magazine says: "Rules and regulations can be drawn up, suggestions can be made, prizes offered or, conversely, fines or demerit marks established—all tending to point the way to the elimination of waste—but without the earnest co-operation of the men and women in the company's employ, very little will be accomplished."

To dramatize this message to its factory workers, the company has developed a series of factory posters which are simply exhibits of tools, materials and supplies that have been taken from the scrap pile and which are striking evidences of the results of carelessness and pure wastefulness. To date, four sets of these display boards have been

made up. They are of the sandwich type—two boards to each set.

During the month, a careful watch is kept for materials, tools, parts in work, etc., that have been spoiled or have been discarded as waste when, in reality, they are



*One of the Posters to Which Are Fastened Materials, Supplies and Tools That Have Been Broken or Wasted*

still usable. In most of these cases, it is possible to compute both the cost of the material and the labor that has entered into these discarded objects. These figures are shown on the board, in conjunction with the items themselves.

For example, on the lower part of one board are mounted a half dozen or so tools, such as pliers, monkey-wrenches, files, etc., that

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pliers,  
c., that

If you sell your product through  
jobbers, you will be interested in  
our mailing piece, "A CATALOG  
INSERT AND THE STORY  
BEHIND IT." We shall be glad  
to send you a copy on request.

**OGDEN**  
PRINTING CO., INC.  
209 West 38th St., New York

# A Guide Post for Na

**P**HILADELPHIA department stores, according to the U. S. Census of Distribution for 1930, had net sales of \$225,987,647.00.

This was 87% of the total sales of \$258,573,773.00 credited to the entire general merchandise group. *And it was 20% of the total retail business done in this, America's third largest market.*

Or, to put it another way, Philadelphia department stores, comparatively few in number, did *more business* than the thousands of specialty shops, furniture houses, restaurants, lunchrooms and soda fountains *combined*.

How do these department stores obtain such a huge volume of business?

By advertising in the newspapers!

Which newspapers?

CURTIS - MARTIN NEWS  
INDEPENDENCE ST. PHILADELPHIA

**PUBLIC**  
MORNING



EVENING

**LEDGER**  
SUNDAY

# For National Advertisers

More and more in the Curtis-Martin group of Philadelphia newspapers — 816,507 lines more during the first nine months of 1931, while they used 667,182 lines less in the other standard-size newspapers.

Why this concentration of lineage in the Curtis-Martin newspapers?

Because the department stores *know this market* and the local newspaper situation for what it really is; know the importance of reaching out beyond the city limits to the suburbs where live more people than reside in the suburbs of any other American city with the single exception of New York; and finally, *because they know that only through the Curtis-Martin newspapers is it possible to obtain the coverage that blankets the entire city and suburban zone.*

CURTIS-MARTIN NEWSPAPERS, INC.  
1500 MARKET STREET, PHILADELPHIA

## The Philadelphia Inquirer

MORNING

SUNDAY

## Does He Spin a Yo Yo?



Dwight Poundstone, age 17, of Manual Arts High School, Los Angeles, is a regular reader of **BOYS' LIFE** and typical of several hundred thousand others.

**Y**OU bet he does! It's new.

What new idea or new product ever got across to adults with the rapidity and completeness that Yo Yo tops have captured Young America?

These youngsters are right up to the minute on everything that's new—and they get what they want.

If you have a new idea or a new product for family use you can get it over to the family quicker by telling Junior, the high school son.

And by telling him in his own **BOYS' LIFE** Magazine.

# BOYS' LIFE

2 PARK AVENUE NEW YORK

CHICAGO  
9 W. WASHINGTON ST.

BLANCHARD, NICHOLS, COLEMAN  
LOS ANGELES SAN FRANCISCO SEATTLE

BOSTON  
OLD SOUTH BUILDING

have been broken as a result of carelessness. In the center of this particular section of the board is a card reading:

#### NOTICE

Why is it that two men can each buy an automobile and a year later one man's car is a wreck, while the other man's car is running like a top?

Here's the answer!  
One man takes good care of his car. The other man is careless and rough with his car. The same principle applies to care in the use of tools.

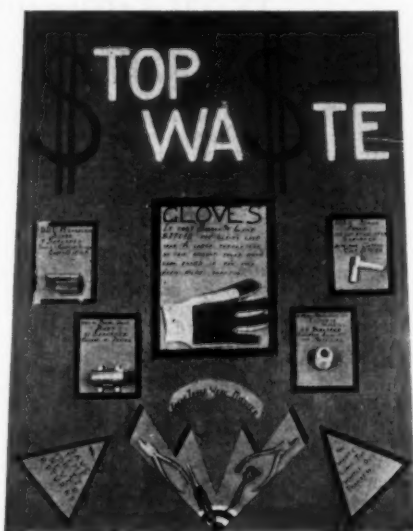
Bausch & Lomb appreciate the worker who uses company tools with care.

On that same board there is mounted a range finder. Under it is penned this message: "Mark 28—Range Finder. Seven out of lot of twenty-seven scrapped. Pattern out of true." Under another object appears this note: "D-D-E—Microscope. Eyepiece Body. Spoiled in milling. Fifteen out of lot of fifty-five. Cost, fifty-two cents each." On another board there is mounted a glove with the legend: "It cost Bausch & Lomb \$771.18 for gloves last year. A large percentage of this amount could have been saved if you had been more careful." On still another board a globe is mounted with the note beneath it reading: "Daylight blue globe. Six broken in handling. Cost, \$1.00 each."

Each month a new display board starts out on its round of the factory. It is shown in each department for two days and is then sent to the next department on the schedule until the entire plant has been covered. When the round trip has been completed, the display is placed in the immense B & L dining room for a week. As a result, several of the displays are working for waste elimination at the same time.

The company reports that the

displays have put a dollar-and-cents value on spoilage that has proved to be an eye-opener to factory workers. One very noticeable result has been that the foremen are much more watchful of their men. Certain jobs are not given to inexperienced workers, details of instructions on orders and blueprints



*Another One of the Object Lesson Posters That Are Routed from Department to Department*

are being more carefully watched, tools are being better cared for and similar benefits have been noted. Where formerly, in the case of an error, or as a result of careless workmanship, an assortment of parts might be thrown away, the displays have developed a tendency to tighten up on lax methods. Haphazard ideas of the real value of wasteful practices have been superseded by an accurate realization of the cost of waste.

Furthermore, the display boards have brought about an awakening interest in the company's suggestion system, which has been in operation for a number of years. More suggestions are being handed in, and, of these, a large number

have to do with the subject of waste elimination.

The company concludes: "We believe that this method of visual education is worthy of serious consideration as an aid in the elimination of waste. It brings force-

fully to the attention of everyone the visual results of careless workmanship and points out the loss in dollars and cents which result. It makes for improvements in manufacturing methods which can ultimately effect enormous savings."

## What Groucho Says

Apparently He Doesn't Think a Lot of the O'Yeah Family

**N**OPE! I never agreed with all of any book ever in my life. Sure I like Vash Young's book, "A Fortune to Share," but I don't agree with all of it. Clever trick, yes, to say the old self died of "selfishness, pessimism, fear, worry, indecision, vain regrets, stewing about business, irritability, envy, false desires and other complications." Sure that's just what some agencies and commodity manufacturers are doing right now—but—I'd take the third word "fear," headline that and intimate that the other awful things as above are only by-products of fear.

Seems this chap started out to sell optimism, courage and (their by-product) *action* to everybody he met. Result, a big personal life insurance business worked up on the basis that he doesn't want to sell *anything* except as it is to the other fellow's advantage to buy. Perhaps the Vash Young gurgles seem a bit goody-goody and gushy. But lordy, we can stand an overdose of pessimism, we've done it for two years, so why should we be afraid of rather sensible optimism even if it seems a bit sugary?

This fellow seems to be a practical sentimentalist and also seems to be getting a fat pocketbook out of that fact. A friend of mine heard Vash Young deliver a speech to a crowd that was about 50 per cent "O Yeah." Seize: "Half of the O'Yeahs looked like they wished they could fool people into thinking they felt that way (faked sentiment, see?). The other half sat like iron posts painted glum color."

So two-thirds of the audience gave Young a big hand. But remember of the big bunch that fell

for his sentiment right from the start, only a very small fraction got anything practical out of it all, just an emotional thrill forgotten next day. If it was a temporary inspiration some member of the O'Yeah family soon knocked it out of 'em.

So where, outside of his successful business, can Vash Young get off with respect to his book and speeches, so long as there are so many O'Yeahs around?

Only place I know of where any of the illustrious O'Yeah family are doing quite well thank you is in selling short. Buy short and shoot O'Yeahism at the timid souls who wish they dared invest instead of selling at a loss. Seems to be profit in that. It has worked too blamed well on Wall Street.

Look out for these modern O'Yeah boys. They're effective as all hell, though they got nothing on the ball but the suppressive effect of "O Yeah," and the common complex that mebbe nothing's worth doing very much anyhow.

Me? I'll waste more time on even an exaggerated sentimentalist any time than I will on a sardonic poser of the O'Yeah breed.

GROUCHO.

### Indiana Farm Paper Becomes Semi-Monthly

*The Indiana Farmers Guide*, Huntington, Ind., formerly published weekly, is now being published twice a month, appearing on the first and fifteenth of each month.

### Nashville "Banner" Appoints

Philip Breen is now national advertising manager of the Nashville, Tenn., *Banner* and E. B. Franklin assistant national advertising manager. George Clark is in charge of automotive advertising for the *Banner*.

Editor  
H. K.

THE



## Think it over—

"THEREFORE, whether they want it or not, whether wilfully planned or accidentally developed with the sweep onward of our machinery, banks and bankers are in business. They control the money, and with it the credit, and no business today of any size can continue without their support. The banker is the key, or the hub of the whole industrial and commercial machine."

—*Printers' Ink Monthly*, October, 1931.

["We are working out plans with some of the largest national advertisers—why not invite us to confer with you?"]

## AMERICAN BANKERS Association JOURNAL

22 EAST 40th STREET

NEW YORK

Edited by James E. Clark • Alden B. Baxter, Advertising Manager  
H. Kenyon Pope, 230 N. Michigan Ave., Chicago • R. J. Birch & Co.,  
San Francisco and Los Angeles

THE LARGEST PAID CIRCULATION IN THE BANKING FIELD



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# FLIGHT

**S**UCCESSFUL flight is more than beating of wings; or pulsating engine.

It has direction, purpose. And a vast amount of work precedes it.

Writers of advertising copy may well shun the example of the "blue-bird," and emulate the bee—a straight line flight; the shortest distance between two points; few words, simple, understandable; words dictated by sincerity, used with restraint.

Such copy looks easy—and is not. To some it looks weak—and is usually strongest. Always it is easiest to read and understand.

Williams & Cunnyingham has an able copy staff—good advertising men who believe in flying "bee lines"—with their feet on the ground.

**Williams & Cunnyingham**  
*Advertising*

6 NORTH MICHIGAN AVENUE · CHICAGO  
PHILADELPHIA . . . . . ROCKFORD



*Worcester, Massachusetts*

# WORCESTER IS BUYING NOW

Better than any slogan are the cold and golden facts as reported late in September to the mercantile bureau of the Worcester Chamber of Commerce:

"The response from the consuming public has been splendid, according to merchants in so-called 'consumption goods' such as household wares, underwear, stockings and shoes. An increasing volume of business is also being done in style and quality merchandise."

## Increase of 37% Reported

One merchant who conducted a store-wide sale reported to the mercantile bureau that an increase of 37% was shown over the same event conducted a year ago. Increases of from 10 to 25% in volume over a year ago are reported as common.

## Factory Re-orders Made Necessary

Merchants in practically every line state that response to special promotions has exceeded their expectations, and in many instances has resulted in re-orders being placed with manufacturers for additional quantities to satisfy the demand.

## Further Increases Expected

Increased volume during the next few months is expected by Worcester merchants to result from the influence of new styles that will have a marked effect on retail trade.

This great market of thrifty folk who with characteristic New England firmness have made up their minds that now is an opportune time to buy, is adequately, economically covered by advertising in these newspapers alone. Of all the families in Worcester and the average 18-mile Worcester retail trading area who regularly read a Worcester newspaper, 85.33% take the Telegram-Gazette in their homes six days every week.

# THE TELEGRAM-GAZETTE

*Worcester, Massachusetts*

*George F. Booth, Publisher*

**Paul Block and Associates, National Representatives**

**New York    Boston    Chicago    Detroit    Philadelphia    San Francisco**

## Reorganizes Insurance Advertising Conference

A REORGANIZATION and a revision of its constitution and by-laws were made by the Insurance Advertising Conference at its annual convention held at Toronto last week. As a result the conference has been divided into two distinct groups—one comprising the representatives of life insurance companies and the other including those of the fire, casualty and surety companies. Each of these groups, under the new plan, has its own officers, while the combined groups elected a president, secretary and treasurer in common. The new officers of the Insurance Advertising Conference are: Bert N. Mills, Bankers Life of Iowa, Des Moines, president; Nelson A. White, Providence Mutual Life, Philadelphia, secretary, and Charles S. Fleming, Life Insurance Company of Richmond, Va., treasurer.

The life group elected Kenilworth Mathus, Connecticut Mutual, Hartford, Conn., as its vice-president, and Bart Leiper, Pilot Life, Greensboro, N. C., as secretary. Directors elected by this group are Edgar Paul Hermann, Lincoln National Life, Fort Wayne, Ind., and Eustace H. Brock, Great West Life, Winnipeg, Man.

The fire and casualty group elected Stanley Withe, Aetna Casualty, Hartford, Conn., as its vice-president and E. C. Rickerd, Standard Accident, Detroit, as secretary-treasurer. Directors elected by this group are: Ray C. Dreher, Boston Life, and Harold E. Taylor, American Fire, Newark, N. J.

The decision to change the structure of the Insurance Advertising Conference was reached after the delegates had become convinced that each of the classifications could function more effectively under a system which allowed a certain amount of autonomy.

Walter P. Burns, of New York, Eastern manager of the American Newspaper Publishers Association, told the delegates that competition

lessens in times of depression because many industries or enterprises become stampeded with apprehension and stick their heads into the business sand. Realization that resourcefulness and vigorous action should be doubled rather than let up during slack times was particularly noticeable, he said, in the tobacco, tire, electrical appliance, toilet requisites and motion picture industries. Mr. Burns recommended an increased use of advertising by insurance companies, pointing out that insurance companies take in more in annual premiums than motor car manufacturers do in sales returns and yet spend on advertising only one-thirtieth of the amount the automobile industry does.

Winners of the awards offered annually by the Insurance Advertising Conference for excellence in various branches of insurance advertising were announced at the opening session of the convention.

Three major prizes were won by the following companies:

*The International Advertising Conference Trophy:* for general excellence in material submitted: to the Boston and Old Colony Company, of Boston, Mass.

*The conservation cup:* for the company that "submits the best printed piece or series of pieces created during the year to encourage conservation of business": to the Prudential Insurance Company of America, Newark, N. J.

*The Rough Notes Plaque:* for the best advertising in the insurance trade journals: to the Springfield Fire and Marine Insurance Company, Springfield, Mass.

In addition to the winners, two companies were selected in each of these three competitions for honorable mention.

They were:

*International Advertising Conference Trophy:* Aetna Casualty & Surety Co., of Hartford, Conn., and Great West Life Assurance Co., of Winnipeg, Canada.

*Conservation Cup:* Northwestern National Insurance Co., of Minneapolis, Minn., and Connecticut Mutual Life Insurance Co., of Hartford, Conn.

*Rough Notes Plaque:* American Fore, New York, and Fidelity and Deposit Insurance Co., of Baltimore.

Other companies awarded certificates of distinction as the win-

ners in various classifications follow:

*House Organs:* Best of all submitted by Connecticut Mutual.

*Life Group:* Connecticut Mutual, first; Reliance Life, second.

*Fire and Casualty Group:* Standard Accident, first; American Insurance Co., second.

*Single Folders:* Best of all submitted by Equitable Life Assurance.

*Life Group:* Equitable Life, first; Connecticut Mutual, second.

*Fire and Casualty Group:* Aetna Casualty, first; Boston Insurance Co., second.

*Series of Folders:* Best of all submitted by Boston Insurance.

*Life Group:* Connecticut Mutual, first; Imperial Life, second.

*Casualty Group:* Boston Insurance Co., first; Standard Accident Co., second.

*Five Group:* Honorary citation to American Insurance Company series.

*Posters and Window Display:* Best by Liverpool and London & Globe; Aetna Casualty, second; Equitable Life Assurance Society, third.

*Field Service Material:* Best by Standard Accident Company.

*Greeting Cards:* Best by Provident Mutual.

*Novelties:* Best by Protective Life.

*Calendars:* Best by Great West Life.

*Blotters:* Best by Aetna Casualty; second, Union Indemnity; third, Equitable Life of Iowa.

*Campaign Promotional Material:* Best by Equitable Life of Iowa.

*"Ad" Service* (promotion of local advertising among agents: Best by Boston Insurance Co.; second, Aetna Casualty & Surety; third, Great West Life.

*Sales Presentation Material:* Best by Jefferson Standard; second, Monarch Life; third, Imperial Life. Honorary citation, Royal Indemnity.

*Agents Instruction Material:* Best by Monarch Life; second, Reliance Life; third, Aetna Casualty & Surety. Honorary citation, London Assurance.

*Leaflets and Postcards:* Best by Connecticut Mutual; second, confederation Life; third, Atlas Life.

*Booklets:* Best by Provident Mutual; second, Travelers; third, Imperial Life.

*Literature for Procuring New Agents:* Best by Equitable Life of Iowa; second, Connecticut Mutual; third, Boston Insurance.

*Company Literature:* Best by American Insurance Co.; second, North American Life; third, Reliance Life.

*"Agents' Helps" Material:* Honorary citation to Southland Life.

*Broadsides:* Best by Reliance Life.

*Sales Letters* (Direct-Mail Material): Best by Standard Accident; second, Penn Mutual; third, Provident Mutual. Honorary citations to Boston Insurance Co. and to Bankers' Life Insurance Co.

*Policy Jackets:* Honorary citation to Imperial Life.

## Allis-Chalmers Appoints W. J. Weldon

W. J. Weldon has been appointed advertising manager of the tractor division of the Allis-Chalmers Manufacturing Company, Milwaukee. He was formerly with the Advance Rumely Thresher Company, Springfield, Ill., which has been consolidated with the Allis-Chalmers division.

W. A. Roberts, agricultural sales manager, has been appointed general sales manager of the Allis-Chalmers tractor division, of which H. C. Merritt is general sales manager. H. J. Yoakum, district manager of Monarch Tractor division, is now in charge of tracktype and industrial sales.

## New Line of Carburetors to Be Advertised

The Langsenkamp-Linkert Carburetor Company has been organized as a division of the Langsenkamp-Wheeler Brass Works, Indianapolis, to manufacture and market a line of carburetors and other items to be merchandised in the automotive, marine and motorcycle fields with first production scheduled for October. H. W. Linkert is president of the new company, Henry Langsenkamp is treasurer, S. R. Hawkins is vice-president in charge of sales, A. M. Lang is vice-president in charge of manufacturing and Henry Langsenkamp, Jr., is secretary.

## Sealed Joint Appoints D. A. Laing

David A. Laing has been appointed general manager of the Sealed Joint Construction Corporation, New York. He was sales manager for four years of the General Motors Export Corporation and affiliated with various divisions of General Motors for fourteen years.

## W. J. Masterson, Jr., with "Yachting"

Walter J. Masterson, Jr., formerly with Standard Farm Papers, Inc., and, more recently, with the Simmons-Boardman Publishing Company, has joined the advertising department of Yachting, New York.

## F. E. La Combe with Benz Products

Fred E. La Combe, formerly with the Lavo Company, soap manufacturer, has been named sales manager of the Benz Products Company, Milwaukee, manufacturer of sanitary supplies.

## Appoints Kirtland-Engel

The United Portrait Company, Chicago, has placed its advertising account with the Kirtland-Engel Company, advertising agency of that city.

# This is your market... Here are your sales

**T**AKE a look at the crowds. In any city. On any street. Here is your market. People, people. Not maps. People whose first interest is themselves . . . whose first thought concerns *their* happiness, *their* comfort, *their* convenience, *their* health.

How are you going to reach them?

True Detective Mysteries offers a straight, strong bridge.

Over 600,000 people go to the news-stands every month to buy a copy of True Detective Mysteries. It's an interest of *theirs*. It's something *they* want. They pay 25c a month for it. And they read it—from first page to last.

Consequently, your message placed before these people is aiming at each one of them individually . . . not like a blunderbuss but more like a rifle. You reach each

prospect when he is alert, keyed up, when his mind is in a receptive frame!

A fertile market like this—600,000 strong—is waiting for you. If you can entertain the people in it . . . if you can add to their health, happiness, comfort, you can make a gold mine out of it.

Circulation rates of True Detective Mysteries are based on a guarantee of 500,000 copies. For the first six months of 1931 our average sale of 624,317 represented an average monthly bonus of 224,000 to those advertisers who are protected at the 400,000 guarantee. That's reaching over 200,000 families without laying out another cent to do it!

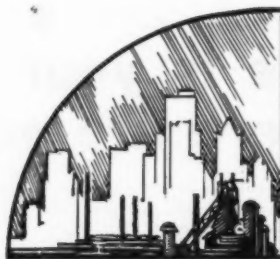
Write for our reader survey. Address 2716 Graybar Building, New York City.

**99.6% News Stand Sales**



## TRUE DETECTIVE MYSTERIES

MEN BUY 8 CENTS WOMEN BUY 10 COPIES



## THE FIRST TEN

- |                          |                            |
|--------------------------|----------------------------|
| 1. New York Times        | 6. THE PITTSBURGH PRESS    |
| 2. Washington Star       | 7. St. Louis Post-Dispatch |
| 3. Detroit News          | 8. Newark News             |
| 4. Baltimore Sun (E & S) | 9. Los Angeles Times       |
| 5. Chicago Tribune       | 10. Philadelphia Bulletin  |

FIRST SIX MONTHS, 1931

MEMBER OF THE UNITED  
PRESS...OF THE AUDIT  
BUREAU OF CIRCULATIONS  
and of MEDIA RECORDS, INC.



# Theit

S C F

NATIONAL  
WSPAP

CHICAGO  
DETROIT



# First in PITTSBURGH

# Sixth in the world

During the past eighteen months, The Press has maintained its position as 6th in the world in advertising volume (and, of course, first in Pittsburgh) while the second Pittsburgh paper has dropped from 11th to 22nd place.

Based on reports of Media Records, Inc., exclusive of advertising in national magazine distributed with Hearst Sunday papers.

# The Pittsburgh Press

SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD NEWSPAPERS... 230 PARK AVENUE, NEW YORK CITY

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS  
ST. LOUIS • PHILADELPHIA • BUFFALO • ATLANTA

## Enthusiasm

**"AND** you will be interested to know that a mattress [Spring Air] has been developed to provide easily, naturally, such complete relaxation as has never before been available."

"There never was a better coat for spectator sports than Laskin-lamb."

"With the introduction of the revolutionary Bon-Cel the lining industry entered a new era. *Insist* that your garments be lined with Bon-Cel, the finest and most durable of all synthetic linings."

"The 'Apollo' [Electric Lantern] absolutely excels all others of any kind."

## For Men Only!

**"W**HERE is there a man," the Kraft-Phenix Cheese Corporation, of Chicago, wants to know, "who does not think he can sing and cook?"

Acting affirmatively on this thought the company is running a series of full-page advertisements in a national weekly under the general heading of "For Men Only!" The women, who think they know so much about cooking as to regard men as being mere children in that respect, will please pass up these advertisements.

"They will pass them up all right —not!" John H. Platt, the Kraft advertising manager, declares. "If you want a woman to read a thing, just tell her she mustn't or she can't. Head an advertisement 'For Men Only' and you get more women to read it than could possibly be interested in a page labeled 'For Women Only!'"

"And of course the sheer novelty and effrontery of appealing to men's alleged ability to cook certain things will catch masculine interest in a hurry. Men who read this presentation will either take it triumphantly to their wives—who have doubtless already seen it—or request that some of the Kraft cheese products be bought so they (the men) can try their hands at building a Welsh rare-

bit, souffle or some other cheese dish.

"Maybe it won't get as far as the man actually doing the cooking or trying to do it. But, again, maybe it will. Anyway, we accomplish our purpose, which is to get the head and the assistant head of a family (take your choice as to which is which) both interested in Kraft cheese products."

Each advertisement contains a recipe for the construction of a cheese dish. The man is advised to put on his boss's apron and try out the recipe.

[illegible]

## Advertising Gives Unemployed a Hand

**D**URING the week of October 19 to 25 the Committee on Mobilization of Relief Resources, headed by Owen D. Young, will launch a nation-wide campaign. The appeal will not be for a national fund. The President's Organization on Unemployment Relief, of which Mr. Young's committee is a part, wants no money

itself. There are no paid employees of the national committee and no funds for the preparation of copy or cuts. It wants every citizen to contribute to his local welfare and charity organizations.

Below is the first of a series of advertisements prepared for the campaign. They are being run gratuitously by many publications.

"I'll see it through  
if you will!"



"**T**HEY tell me there's five or six million of us—out of jobs.

"I know that's not your fault, any more than it is mine.

"But that doesn't change the fact that some of us right now are in a pretty tough spot—with families to worry about—and a workless winter ahead.

"Understand, we're not begging. We'd rather have a job than anything else you can give us.

"We're not scared, either. If you think the good old U. S. A. is in a bad way more than temporarily, just try to figure out some other place you'd rather be.

"But, until times do loosen up, we've got to have a little help.

"So I'm asking you to give us a lift, just as I would give one to you if I stood in your shoes and you in mine.

"Now don't send me any money—that isn't the idea. Don't even send any to the Committee which signs this appeal.

"The best way to help us is to give as generously as you can to your local welfare and charity organizations, your community chest or your emergency relief committee if you have one.

"That's my story, the rest is up to you.

"I'll see it through—if you will!"

—Unemployed, 1931

### THE PRESIDENT'S ORGANIZATION ON UNEMPLOYMENT RELIEF

Walter S. Gifford  
Director

### COMMITTEE ON MOBILIZATION OF RELIEF RESOURCES

Owen D. Young  
Chairman

*The President's Organization on Unemployment Relief is non-political and non-sectarian. Its purpose is to aid local welfare and relief agencies everywhere to provide for local needs. All facilities for the nationwide program, including this advertisement, have been furnished to the Committee without cost.*

★★★ **It Takes**

**Penetration**

Superficial Coverage won't  
do the Job

**to SELL the**

NATION'S BUSINESS, alone,

of all Business Magazines,

offers **PENETRATION**

**Business**

**Market**

offers PENETRATION

Business

# Market . . .

City by City—industry by industry, NATION'S BUSINESS is ready to prove with actual subscriber checks, giving individual names and titles, that its PENETRATION of the business market is economical and adequate. In circulation, in reader regard and in low cost, its leadership is unquestioned.

---

IN PHILADELPHIA, for instance:

AMONG 113 of the 139 leading business establishments of the city, NATION'S BUSINESS has 626 executive subscribers.

That's 81% coverage of the firms, and an average of 5.5 officers and directors in each.

That's PENETRATION

---

## Everybody Happy

NO money was paid to get this testimonial, says Lucky Strike, while Dorothy Mackail boosts for Luckies and gets 17½ inches of full-length picture in the papers.

And First National pictures get a nice paragraph, all about Dorothy's good pictures.

And finally the hope is expressly

expressed in the advertisement that the "publicity" will be beneficial to Miss Mackail and to First National.

There will be no doubt in any quarter that not one cent was paid for Miss Mackail's statement or for the statements of the other movie stars being featured in the current Lucky Strike campaign.

♦ ♦ ♦

## Photographing a "Complex"

THE current campaign for Hinds Honey & Almond Cream sets out to show how the use of this lotion can eliminate the inferiority complex that comes to a woman self-conscious about hands that show the effects of housework drudgery. The phrase "domestic hands" translates this idea dramatically in the headlines and in the copy of the advertisements. But in the illustrations this idea was more difficult to express.

The problem has been solved by a series of photographs in which not only the ugliness of hands marred by housework is depicted but in which the "inferiority complex" idea is also illustrated by

showing these hands exaggerated photographically. The size of the hands in the foregrounds of the photographs are shown out of proportion to the figure of the woman in the background, thus interpreting the woman's mental feeling that her hands are much larger and "stand out" because of ugliness.

These photographs achieve their effect by using a wide-angle lens. The deliberate use of poor lighting around the hands has also helped give the effect of ugliness. It was also necessary for the model to hold herself as far behind her hands in the foreground as possible in order to emphasize the misproportion.



A photographic representation of inferiority complex caused by Domestic Hands.

Registered by Arthur S. Smith

Consider . . .

## PUBLIC APATHY

"It isn't so much the depression," said a well-known advertising man, "as the apathy of the public. It isn't so much the people who want to buy and can't, as the people who can buy but don't want to."

CAN the advertiser single out the women who *want to buy*?

Can he reach in a single publication the women whose acquisitive habits remain untouched by the buying apathy of their neighbors?

He can.

CONSIDER THIS: The readers of Needlecraft all have acquisitive habits. They buy and read Needlecraft because it helps them to make better homes, better clothes, better lives.

These women want the better things in life and get them with their needles. They are willing to work to get them. They are not content to wait for better times.

Their acquisitive habits carry over from the things they make to the things they see advertised. These women are not subject to buying apathy.

They are using their needles and spending their money as industriously as ever.

## NEEDLECRAFT

*the Magazine of Home Arts*

ARTHUR W. STOCKDALE, ADVERTISING MANAGER

*Chrysler Building, New York, N. Y.*

# Again Cincinnati work of

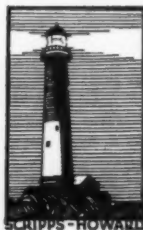
**I**t was The Cincinnati Post which, single-handed and alone, campaigned for the City Manager Form of Government, which has made Cincinnati the best governed large city in the United States. The other newspapers were either lethargic or actively hostile to the Charter movement.

Two elections have passed since that time. And both times the Charter Ticket was returned with a greater majority.

Today we're on the eve of another election. And instead of it being a single-handed fight, this work of The Cin-



Typical homes in the Pleasant Ridge Section of Cincinnati. The inhabitants of all five homes are daily readers of The Cincinnati Post.



MEMBER OF THE UNITED  
PRESS . . . OF THE AUDIT  
BUREAU OF CIRCULATIONS  
and of MEDIA RECORDS, INC.

# The



# will judge this The Cincinnati Post

Cincinnati Post and its readers has the support of the other Cincinnati newspapers as well.

Citizens with the courage, foresight, and civic-mindedness necessary to change a government are of no common type. They are the breed that built our government originally.

They are also the people you want to reach. Progressiveness in civic affairs broadens out to try the new things in food, clothes, automobiles, radios, furniture, appliances, and other good things which American manufacturers make and sell.

Reach this group most effectively with The Cincinnati Post, read by more than half of all the families in The Cincinnati Market.



## Cincinnati Post

A SCRIPPS - HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD  
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY  
CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS  
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

# Writing the Customer Who Has Had Fifteen Letters

A Men's Apparel Store Gets an Unusual Twist to a Letter Going to Its Regular Mailing List

By R. G. Dudley

RECENTLY I came across an unusual letter written by the owner of a men's apparel store. The letter went to a list of 6,000 names, largely customers.

The store is known as More's and is operated by the G. E. More Co., Inc., at Buffalo. It is a long established store and deals in men's apparel of the better sort. The stock runs mostly from medium to higher prices and the store's appeal is largely to men in comfortable circumstances.

Its mailing list is covered from eight to ten times a year. Its letters are usually in a friendly vein. Humor is used to some extent, but the principal theme is frank, reasonable copy.

W. A. More sat down to pen a fall message to this mailing list. He says: "Sending this letter at this time was not prompted by anything special. This is a time of the year when our customers are ready to buy our stuff, and we always give them a reminder of our existence at the time when it is most likely to do some good.

"It happened, however, that on this occasion so many things came to mind to talk about, that a letter containing all the message would probably scare people off simply by its size. A shorter one was therefore worded in such a way as to stimulate sufficient curiosity to make them see what else we had in mind."

Here is the letter, which was neatly filled in and signed:

According to our annoying custom, we settled down to write you a letter at the approach of this Fall season. But there was such a rush of ideas that no letter containing all of them would have a chance to be read.

This is a pretty serious situation. Sending letters to you, and to several thousand other citizens of like standing and importance, costs money. And this is a year for constructive economy.

So we called in the printer. He put our thoughts on some neat little slips of paper that cost something less than a quarter of a cent each. It is much cheaper to have you fail to read a  $\frac{1}{4}$  cent slip, than to skip past a six cent letter.

We would be tremendously pleased, however, if you would look these little enclosures over. Maybe there would be some eventual benefit to you also.

At any rate, don't forget that we are here to be of as much service as we possibly can. And don't go to our "other store." We haven't any other.

Three slips were attached to the letter, each measuring about  $3\frac{1}{2}$  inches by 7 inches, and each on different colored stock. The letter shop was given careful instructions concerning the stuffing of these slips, so that they would be inserted in the order the store wanted. This was done because the letter ended in a somewhat humorous vein, and the slips graded from this attitude through to a serious presentation of the store's ideals.

The first slip was headed: "A Primer—for those adults who have recently behaved as though they believed in fairies." This was handled in question and answer form. The first three questions show how this was done:

Question: Should I believe all the claims that I read about bargains?

Answer: Nothing has ever been made but what someone could make it worse, and sell it for less.

Question: How shall I know what to believe?

Answer: Business is necessarily built on good faith—mutual confidence between manufacturer, dealer and consumer.

Question: Oh, yeah?

Answer: Oh, yeah.

The second slip, which ties up with the last paragraph in the letter is captioned: "There Is Only One 'More.'" It is worth reading in its entirety:

There has been a good deal of confusion lately as to who is who,

and what is what, in the business world. And with good reason.

Sales, bankruptcies, out-of-business, lost-our-lease, starting business and whoopee generally.

We don't know how many times we have been told that we were "going out." We almost came to believe it ourselves.

But seventy-five years of continuous business gives a certain momentum—and we are still spinning along.

A concern with a name similar to ours did become bankrupt last spring. And now we are engaged in an effort to prevent the use of a name even more similar, by a new concern just started up.

The fact is, however, that we are the store that has been known as "More's" for these many years—and we have no connection with any other store.

So, if you want to deal with us, we hope that you will search us out on West Eagle Street.

The third slip, somewhat more serious in tone, was headed: "Fundamentals." This began:

We have never emphasized price to the exclusion of more fundamental virtues. That applies to our dealings with you and with our sources of supply.

We don't ask the manufacturer to do impossibilities, and thus tempt him to deceive us, any more than we attempt to deceive you.

Says Mr. More, talking about the slips: "I felt that if a person looked at the slips at all, he might be led from one to the other by curiosity to see what tack we would take next. That this was the result, to some extent at least, is shown by the many comments I have received personally from people I see outside of our place of business, and also by the number of people who have remarked about the letter when making purchases.

"The mailing was intended to be a reminder, a good-will breeder and a timely contact. From all three angles, we have about as definite evidence as could be expected that the letter and the accompanying enclosures did what we expected of them."

### W. L. Davidson Resigns from Household Magazine

W. L. Davidson, who for the last four years has been connected with The Capper Publications in the capacity of advertising manager of *The Household Magazine*, has resigned.

### The Fittest Will Survive

STEPHEN F. WHITMAN & SON, INC.  
PHILADELPHIA, SEPT. 29, 1931.

#### Editor of PRINTERS' INK:

I have read with interest and attention your article in *PRINTERS' INK* "Seven Ways to Jump Out of the Price Rut." The last words, I think, should be put in bold face, as follows:

"There are still millions of consumers and thousands of retailers who will respond to a sensible appeal to their good common sense."

There seems to be a general letting down of standards and cheapening of quality to meet a price. I heartily agree with you that those who stand firm, hold their prices, and put their savings into added quality will be the leaders of the future. In the long run an article of supreme quality, fairly priced, will win out.

LOUIS W. WHEELLOCK,  
Vice-president.

### T. O. Duggan with Thompson Products, Inc.

T. O. Duggan, for the last five years merchandising service director of the National Standard Parts Association, has joined Thompson Products, Inc., Cleveland, as merchandising director. In addition he will supervise Thompson sales in the Cleveland, New York and Atlanta territories.

### Form New Art Business at New York

Geo. Lynch is the name of a new advertising art business formed at New York with headquarters at 321 East 43rd Street. Associated with Mr. Lynch in the new business are Clark Agnew, Howard Butler, Thomas Webb, Douglas Grant and Stanford Olsen.

### Los Angeles Agency Directs Test Campaign

The Leichter Company, Los Angeles advertising agency, has been appointed by the Pacific Chemical Company, of that city, to direct a test campaign in Northern California for "Pronto," a household product.

### P. G. Garvey with Flint McNaughton

P. G. Garvey is now with Flint McNaughton, Chicago, sales promotion, as a sales representative. Mr. Garvey had been associated for many years with the James T. Igoe Company, printing, of that city.

### C. H. Bauer Advanced by Gilmer

C. H. Bauer, for six years manager of the automotive division of the L. H. Gilmer Company, Philadelphia, endless belts, has been made general sales manager of that company.

IN PHILADELPHIA'S BILLION DOLLAR MARKET



ar h

**I**T'S A SIGN of the times—and it's a healthy sign—that executives are taking a long look at their advertising lists.

Sharp pencils are checking rates; keen minds are weighing markets. And some well-planned campaigns should come out of it all.

The Philadelphia Bulletin thrives on *sharp pencil* analysis.

Its advertising cost is the lowest in years, the lowest of any great newspaper in America: \$1.10 per milline\*; \$.65 an agate line.

Its circulation climbed to a new high level of 560,855 net paid daily in 1930. Six months of 1931 outstripped that mark with 566,876. All without premium or circulation contest.

Its coverage—ninety-one per cent. of Philadelphia homes—sets a record for metropolitan cities.

Its market—America's great *City of Homes*—

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R MAR EARLY EVERYBODY READS THE BULLETIN"



# arhecking rates

health invests one billion dollars yearly in Philadelphia's  
ong look retail shops.

As to present buying power: Savings banks  
en mind reports show record-breaking deposits — waiting  
planned to be tempted into thrifty use.

For you manufacturers who are working on  
n sharp reduced margins, you who are concerned over  
selling expense—the cost and coverage of The  
ears, the Evening Bulletin in Philadelphia will produce  
ca: \$1.16 profitable sales, today. .

level of Milline is an advertising trade term denoting the cost of a line of advertising (one-  
s of 1931 fourteenth of an inch) printed in one million copies of any given publication. It gives  
without basis upon which to compare the cost of publications with different rates and circula-  
tions. It is computed by dividing the circulation into the rate, multiplied by one million.

## THE EVENING BULLETIN

ROBERT McLEAN, *President*

WILLIAM L. McLEAN, Jr., *Vice President & Treasurer*

New York Office . . 247 Park Ave. Detroit Office . 321 Lafayette Blvd.  
Chicago Office: 333 N. Michigan Ave. San Francisco Office . . 5 Third St.

PHILADELPHIA

## Will Dealers Keep Framed Displays Up to Date?

W. A. SHEAFFER PEN COMPANY  
FORT MADISON, IOWA

### Editor of PRINTERS' INK:

We are considering a plan of window display work that includes a set of frames to hold lithographed displays and we would like to know whether or not you have any information from manufacturers who have tried this idea and whether you have any statistics as to the number of dealers who will actually use the frames after they have been used the first time. That is, how many dealers will take pains to put the frames up and insert the new displays, provided we furnish them with new lithographed or printed displays about every sixty days.

Our own surveys prove that the dealers like the idea as it makes a finer window display but we wonder whether they will actually keep the frames in a place where they can be located and will change the inserts themselves. Some people advise us that it will be necessary for our salesmen to carry the new inserts and see that the dealer makes the change, or have the salesman make the change himself.

G. C. HOLT,  
Purchasing Agent.

**T**HIS plan of furnishing framed displays to retailers, with the displays, themselves, changed periodically, is not uncommon. Basically, the idea is thoroughly sound and practical. In actual use, its value to any manufacturer will depend upon such factors as the following:

1. The nature of the manufacturer's merchandise and, more particularly, the importance of the manufacturer's line in the retailer's store. It is difficult enough to get retailers to make adequate use of ordinary dealer helps when the manufacturer's products constitute an insignificant part of the retailer's turnover. Naturally, the dealer is not going to the extra bother of making periodic changes in a display unless the item it features is a highly profitable number. In fact, if the item does not figure prominently in the retailer's estimation, the display will not be kept long enough to warrant periodic changes.

2. The manufacturer's system of distribution. If the manufacturer

distributes through wholesalers, and if his line is handled simply as one of thousands cataloged by the wholesaler, the producer is hardly likely to be in sufficiently close contact with the retailer to be able to put a dealer-help plan of this sort across.

3. Right along the line of number two, if the manufacturer's system of distribution is through exclusive dealers, or at least through a limited number of dealers, then the chances of making this plan successful are immeasurably increased.

4. How the display, itself, is distributed. If it is sent out promiscuously, there will be terrific waste. If effective control is employed in distributing the help, waste will be correspondingly reduced.

5. Whether a charge is made for the display. It stands to reason that a display for which the dealer pays stands a vastly better chance of being used as the manufacturer intended. This idea of a framed display to be changed periodically lends itself particularly well to a "charge-for-it" plan.

6. Finally, there are such considerations as a proper size for the frame, the appearance of the frame itself, and, last but by no means least, the displays themselves.

\* \* \*

The National Lamp Works of the General Electric Company has pushed this plan more energetically than any company of which we have record. This organization has some 20,000 distributors. Of that number, over 5,000 are paying \$5 annually for a permanent frame display service. Under the terms of this service, the subscriber receives twelve posters, one each month. The company expects to build the list subscribing to this service up to 8,000 dealers.

The Edison Lamp Works also has a service of this kind. The Eastman Kodak Company is another. Kodak offers its service at a charge of \$6.50. This is less than the actual cost. The dealer gets the frame and six displays, one each alternate month. The frame

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measures twenty-two by thirty-five inches. Four pedestals are also furnished for additional display. The frame and pedestals are finished in black and silver.—[Ed. PRINTERS' INK.]

## Cemetery Advertising, in Retrospect

Typical of some businesses which employ advertising to talk about things which may easily offend public taste, is cemetery management. Cemeteries feel that they have an obligation to talk to people when there is no driving force of sad necessity, that if their advertising message is tactfully presented, a public service is performed.

The subject was one discussed at the recent convention, in Kansas City, Mo., of the Association of American Cemetery Superintendents. "There was a time not many years ago," it was pointed out by Walter Puckett, president and treasurer of the Elmwood Corporation, Birmingham, Ala., "when any kind of cemetery advertising would have offended public sensibilities and been considered in bad taste." Modern people, he said, have laid aside a lot of hypocrisy and subterfuge, they do not fear to face the facts of life and they are rapidly arriving at the point where they are not afraid to face the fact of death, to face it during life and to prepare for it.

"In breaking down the age-old taboos which formerly surrounded any sort of frank consideration of the eventuality of death," stated Mr. Puckett, "in appealing to the public to acquire cemetery lots in advance of the inevitable time of sorrow and bereavement, cemetery advertising has performed a constructive service. . . . From a strictly business standpoint, I think the most notable achievement of cemetery advertising has been to lead the living to a state of mind where they are ready to consider and to heed their solemn obligation to the dead."

Elmwood normally spends about \$4,000 annually in advertising. It has been advertised continuously for twenty-one years, sales during the first year of advertising amounting to \$25,000. Up until the present business slow-down started, sales ran about \$250,000 annually.

## Appointed by Pacific Coast Paper Mills

The Pacific Coast Paper Mills, Bellingham, Wash., have appointed the Seattle office of Botsford, Constantine & Gardner, Inc., advertising agency, to direct a newspaper and radio advertising campaign featuring their M. D. bathroom tissue.

## Joins Swan Studios

Arthur Bell, formerly engaged in free lance art work, has joined the staff of The Swan Studios, Chicago.

## Organize Successor to Cleveland Industrial Group

The Industrial Sales Club held its organization meeting recently at Cleveland. The club is an expansion of the Cleveland Advertising Club's industrial sales division. The expansion is being made because the men who are interested in industrial sales cover a larger territory than many of the other advertising men and they believe the Northern Ohio region should be the unit of organization rather than a city.

Glenn H. Eddy, advertising manager of the Ohio Brass Company at Mansfield, is president of the industrial sales division on this enlarged program.

## Protest Use of Women's Faces in Cigarette Copy

The use of women's faces in advertising cigarettes and other tobacco was protested in a resolution adopted by the Wisconsin Women's Christian Temperance Union in annual convention at Ashland, Wis. Copies of the resolution are to be sent to leading American magazines, which, it is claimed, are widely used by the younger generation for reference and study purposes.

## Stetson Shoe Acquires Arnold

The Stetson Shoe Company, Inc., South Weymouth, Mass., has acquired the M. N. Arnold Shoe Company, North Abington, Mass., which will be operated as the M. N. Arnold Shoe Company Division. Each company will retain its own identity though the Arnold line will be manufactured at the Stetson factory at South Weymouth. Burton L. Wales will continue to direct Arnold sales.

## Lloyd Maxwell Elected a Bank Director

Lloyd Maxwell, president of Williams & Cunningham, Inc., Chicago advertising agency, has been elected a director of the Chicago Bank of Commerce. He is a former director of the Union Bank of Chicago, which recently merged with the Bank of Commerce.

## Refrigerator Account to Boston Agency

The Maine Manufacturing Company, Nashua, N. H., has appointed The Porter Corporation, Boston advertising agency, to direct the advertising of White Mountain electric refrigerators, a new product, as well as White Mountain ice refrigerators.

## Gordon-Van Tine Account to Ramsey

The Gordon-Van Tine Company, Davenport, Iowa, manufacturer of building material and Plan-Cut homes and farm buildings, has appointed the L. W. Ramsey Company, advertising agency of that city, to direct its advertising account.

*The... FIRST*  
in the farm field

**SUCCESSFUL FARMING'S  
LEADERSHIP**  
*is in its*  
**READERSHIP**

THE RESULT OF GIVING FARM PEOPLE WHAT THEY NEED AND WANT

Always . . . the families living on farms in the Heart Region—the UPPER Mississippi Valley—produce more than half of the nation's farm wealth. For a moment consider this great concentration of farm dollars found in a region that embraces 13 of the 48 states. No wonder Heart Region farm homes and living standards are far above the average for farmers thruout the nation. Better Farm Homes has been a dominant subject of discussion in *Successful Farming* continuously since the founding of the magazine—it has devoted a greater part of its editorial contents to Farm Homes than has any other general farm magazine. The first and greatest farm market for equipment and merchandise that make the farm home up-to-date—electric light plants, home furnishings, food, etc.—is the Heart Region.

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**SUCCESSFUL**

THE MAGAZINE OF FARM BUSINESS

*Meredith Publishing Company*



# MAGAZINE

for advertising of  
**ELECTRIC LIGHT and  
POWER SYSTEMS...**

pages of advertising for the first ten months 1931

1. Successful Farming



2. Country Gentleman



3. Country Home



4. Capper's Farmer



5. Farm Journal



. NOTE . .

If other information furnished you seems inconsistent with this, please note we use the PAGE as the measuring unit (the unit used by advertisers in buying magazine space), and not the AGATE LINE (a mechanical unit).

# FARMING

AND FARM HOMES

Des Moines, Iowa



The HEART Region  
the UPPER MISSISSIPPI VALLEY

# What Effect Will Present Conditions in Britain Have on Our Exports?

Some Suggestions for American Manufacturers Who Are Faced with Decreased Exports to Great Britain as a Result of the Revalorization of the Pound

By B. H. Morash

THE United Kingdom has proved one of the most lucrative markets in the world for United States exports of specialty merchandise. This includes household electrical appliances such as vacuum cleaners, washing machines, refrigerators and radios, office appliance equipment, and a great variety of labor-saving and convenience articles.

Anything that disturbs the free flow of these goods from our factories to the consumers in Britain is of serious moment to every thoughtful person connected with the supplying of this merchandise for export.

Without warning, the British Government announced on September 21, a modified suspension of the gold standard, which will of course affect all imports into the country. People must eat to live, and therefore the effect on food-stuffs will mostly be in a price increase. The tendency will be to reduce the standard of living for the masses, and the demand for luxury goods will be diminished. The major effect of this alteration of the gold standard in Great Britain will apply to luxury, semi-luxury or dispensable articles, and under these headings as applied to Britain come household electrical appliances, office appliance equipment and labor-saving and convenience articles.

The immediate effect of the announcement was to cause sterling exchange to take a precipitate drop from its gold parity of \$4.86, and fluctuate between \$3.70 and \$4.20. This meant a drop in external purchasing power of 14 to 24 per cent. If the pound should reach its post war level of \$3.20, that would be

equivalent to a loss from parity of 34 per cent.

Any merchant in England who had purchased, for example, electric refrigerators or accounting machines in America to the value of \$1,000 and was paying his draft on September 21, would have paid from £238 to £270 instead of a normal exchange the previous week of £206. Naturally the difference is passed on by the wholesale importer to the retailer, who in turn passes it on to the consumer. Moreover, the consumer is generally penalized still further by the tendency of each merchant to secure the same percentage of gross profit as before, when the exchange was normal. Every middleman will take his higher costs and in deriving his selling price will use his standard percentage mark up.

Probably no one knows at what figure the pound sterling will be valorized. Let us assume that it will eventually settle down to \$4 based on United States exchange. This will mean a depreciation of 17 per cent. If the bill of goods mentioned in the preceding paragraph amounting to \$1,000 were settled at this exchange, the importer would pay as his cost £250, or £44 more than normal. If his normal markup to the consumer is 40 per cent, and this is adhered to in making up a new price, the consumer would pay £350, instead of £288 on the basis of normal exchange. This represents a gross profit of £100 compared to £82 on the old basis. The consumer is actually paying a net increase of £62 on the original price of £288 based on normal or gold exchange. He is therefore saddled with an additional £18 owing to the use of the

same mark-up when figuring the new price.

It can readily be seen that the consumption of these American appliances in Great Britain will decrease substantially for the time being, unless new tactics are employed. They will be considered as luxury, semi-luxury or dispensable articles. Offering higher sales resistance to moving such equipment will be (1) higher prices per unit article; (2) higher cost of living; (3) lower income; (4) higher taxation; (5) patriotism. It is evident that our exports of these appliances to Britain will be seriously affected for the time being, until conditions right themselves.

What amount of business is affected by this situation? Take one field alone, that of electrical appliances. The following figures are taken from the Bureau of Foreign and Domestic Commerce statistics.

Classification (Electric)	1929	1930	1931 (6 mos.) (Jan.-June)
Vacuum Cleaners .....	\$698,469	* \$1,064,780	\$327,304
Flat Irons .....	15,454	11,907	5,716
Ranges .....	4,430	3,672	454
Other Heating and Cooking Devices....	86,650	102,742	33,661
Radio Sets, Tubes, Speakers, Parts .....	631,186	898,829	710,387
Refrigerators and Parts .....	1,021,890	1,077,668	1,080,447
Washing Machines .....	162,492	197,000	132,494
Other Motor Appliances (No Tools) ...	294,507	194,780	62,655
	\$2,895,194	\$3,535,799	\$2,353,118

This business has largely been built up and established during the last ten years. A considerable investment has been made by some of the leading manufacturers in organizing subsidiary merchandising companies in Great Britain, which have operated along selling lines similar to practices followed in the United States, but modified somewhat to fit in with English psychology. Other suppliers have developed a wholesale-retail network for handling the sale and servicing of their products.

The fact must be faced that there are some knotty problems requiring plenty of thought and action if this business is to be prevented from shrinking to unnecessary levels. English manufacturing costs will be reduced owing to the revalorization of the pound, with

consequent lower labor costs. That means that English manufacturers will likely be able to price their products on a lower basis than previous to this monetary adjustment. This is especially true if they develop and increase their export trade which would assist in reducing their overhead, and enable lowering their domestic prices. Imported articles, in competition, will be under the handicap of new exchange values. Sales prices will reflect the adverse exchange, and if the exchange should fluctuate, as it probably will, importers in Britain will find it necessary to protect themselves liberally, and the consumer may carry most of this hazard.

This situation, however, works out favorably to the home manufacturer, as his costs will be stabilized, and therefore his prices. It will not disturb him to see a wider

spread between his price and that of the imported article, caused by increased hazards in exchange.

In considering long-term policies covering sales to Great Britain, one cannot overlook the strong probability of seeing a tariff measure enacted in the near future, to protect home manufactured articles, which will include electric labor-saving appliances, as well as such things as radios, refrigerators, etc. The agitation for some such revision of the fiscal system became more insistent with the passage of the Hawley-Smoot tariff in the United States and the recent financial crisis, including the budget deficit of the government, has immeasurably increased the demands on the part of some for a protective tariff. The present adverse exchange has all the effects of a

protective tariff to put British manufacturers in a better competitive position, but appearances indicate that this will not satisfy a major element in the country and in the government. It will be well to figure on a revalorized pound, and in addition, within striking distance, on some tariff protection.

What near-term measures can American manufacturers take to mitigate the adverse effects of the immediate situation? At considerable expense, during the last ten years, and particularly over the last five years, both for advertising, sales promotion and sales organization, good-will has been built up, as well as a widespread sales network and sales personnel. No effort should be spared to retain such hard-earned and costly assets.

One suggestion would be to absorb some part of the present exchange loss. This would enable the importer in Great Britain more nearly to maintain his old established price, and prevent home manufacturers from getting much advantage from the exchange situation. If 10 per cent were absorbed by the seller, it would probably be met by the importer and retailer endeavoring to work on a narrower margin of profit, and so give the consumer the benefit of practically unchanged prices. Good-will could thereby be generated and capitalized. This gesture to the buyer at this time would act as a stimulant to him and his sales organization, and secure their wholehearted co-operation in putting forth stronger efforts to maintain sales and prevent the loss of good-will.

Another aid would be in the way of advertising assistance. During recent years, important British firms have stressed in their advertising the importance of "Buying British." The next best thing to buying goods made in Great Britain is to "Buy Empire Goods," as is stressed by much advertising. The Empire Marketing Board, which is heavily financed by the government, has carried on a strong and aggressive marketing campaign during the last few years. Such advertising cannot fail to be in-

creasingly effective, especially if American concerns and their British associates on the selling line let down in their efforts. After spending great sums to open up and develop this market, it does not seem wise to relax any efforts just now. It would be well to assist in maintaining ones established position there, and especially to develop increased advertising and promotional sales plans to combat increased efforts of this nature by home manufacturers. A moderate increased expenditure of this kind may prevent much of a drop in sales, and so hold overhead from increasing with decreased volume.

It looks like sound long-range planning to gamble on holding a certain volume of business that might otherwise be lost without this advertising and other assistance, and pay for the expense by using the profits and perhaps something more from this reserved business. But let such gestures be made promptly and spontaneously, to secure the maximum effect, since if weeks and perhaps months are spent in long drawn out consideration of requests from the other side for assistance to hold the market, the effect when granted, or if granted grudgingly, will be practically nil.

Economic and merchandising developments in Great Britain may call for assembly plants, or complete manufacturing plants as wholly owned subsidiaries; or co-operative or licensee manufacturing arrangements. For the present, however, it would seem advisable to make every reasonable effort to maintain existing sales organizations and stimulate their sales getting efforts. At the moment, any company is fortunate that has a subsidiary manufacturing plant in Canada, that can supply the British market, and which has been able to quote prices equivalent to American prices. The Canadian exchange is now much closer to the pound (sterling) than is the American dollar. Canadian goods can therefore, under these conditions, be landed in Britain, and be sold at practically the same prices as when based on normal British-American exchange.

# What interests people... and WHY

**A**FTER all, the most accurate gauge of the advertising value of any magazine is its editorial appeal. An editor must know what interests people—and why—or his magazine will not be a profitable medium for the advertiser.

To a deep understanding of people and their emotions can be attributed the advertising success of *The American Weekly*, *mightiest magazine of them all*.

So intriguing is its editorial content that more than 5,500,000 families read each and every issue. So broad is its appeal that every member of every family finds something between its covers to absorb him or her.

In times like these—when every advertising dollar invested should make sales today, tomorrow, and next year—think of *The American Weekly*!

Think of your advertising message carried by the world's most interesting magazine into 5,500,000 homes located in the richest buying areas of the country!

Think of telling your advertising story in four colors on a

page more than twice the size of any other magazine page at a cost of less than  $\frac{1}{3}$  cent per family!

*Reader-interest plus lowest-cost-per-family brings the most sales per advertising dollar.*

No wonder *The American Weekly* carried more advertising in 1930 than it carried in 1929. No wonder that 1931 is another banner year for this great magazine!

When the going is hard, shrewd advertisers concentrate more and more in this hard-hitting medium.

*The American Weekly* dominates the urban markets by concentrating 70% of its total circulation in 578 of America's 997 towns and cities of 10,000 population and over. (1930 U. S. census figures.)

In each of 152 cities, it reaches one out of every two families

In 108 more cities, 40 to 50% of the families

In an additional 146 cities, 30 to 40%

In another 172 cities, 20 to 30%

... and, in addition, more than 1,700,000 families in thousands of other communities, large and small, regularly buy *The American Weekly*.

Where can you spend your advertising dollar more effectively?

**THE AMERICAN  
AWEEKLY**  
Greatest Circulation in the World

Main Office: 959 Eighth Avenue, New York City

## Letter Group Elects E. W. Husen

**E. W. HUSEN**, who had been vice-president, was elected president of the Mail Advertising Service Association, which held a three-day convention at Buffalo, preceding the annual conference of the Direct Mail Advertising Association. The convention of the letter group was largely confined to discussions of sales problems in letter service and to sales problems of the industry's customers.

Percy G. Cherry, of the *Might Directories Ltd.*, Toronto, was elected Canadian vice-president; Herbert W. Osborn, Syracuse Letter Company, Syracuse, N. Y., Eastern vice-president, and Howard M. Rosine, Los Angeles Addressing & Mailing Company, Western vice-president. A. W. Haas, of A. W. Clarke & Company, New York, was elected treasurer. Jeannette Robinson continues as secretary.

Three speakers won honors this year for having made what delegates judged to be the best speeches at the convention. They were Mansfield Mills, of Mills-Wolf, Tulsa, Okla., Claude Grizzard, Liggett Letter Service, Atlanta, and Leonard J. Raymond, of Dickie-Raymond, Inc., Boston. Ernest G. Kreig, of Minneapolis, presided at the annual dinner.

## Canada Dry Makes Changes

Walter R. Bliss, for a number of years sales manager of Canada Dry Ginger Ale, Inc., has been made vice-president of Canada Dry, Pacific Coast, a new corporation to be formed. He will make his headquarters at Los Angeles and will be in complete charge of all activities of the new corporation.

H. L. Richeson, for the last five years sales manager of the Canadian company, has been appointed general sales manager of the Canada Dry company and all subsidiaries. He will make his headquarters at New York.

## L. M. Clark Joins Lavin & Company

Lloyd M. Clark, formerly advertising director of the General Motors Export Corporation, has joined Lavin & Company, Inc., Boston advertising agency, as an account executive. Before joining General Motors he was with the F. J. Ross Company, Inc., New York, as director of markets and media.

## Hearst Acquires Radio Station WGBS

The American Radio News Corporation, owned by William Randolph Hearst, has acquired radio station WGBS, New York. The station has applied for a change of frequency and power and a television permit. It is planned to change the call letters of the station to WINS, to identify it with the International News Service. The station, it is stated, will not be owned by the Hearst Newspapers, but independently by Mr. Hearst, who will retain all the stock.

## To Market New Advertising Device

The Indoor & Outdoor Advertising Company has been formed at Buffalo, N. Y., with offices in the Genesee Building. It will market a new metal advertising device which will carry an illuminated message strip.

Eliot Armstrong, for many years general sales manager of the Lackawanna Steel Company, and Jerome P. Weiss, at one time sales manager of the Wildroot Company, are partners in the new business.

## T. C. Hoffmeyer Appointed by Los Angeles "Examiner"

T. C. Hoffmeyer, formerly general manager of advertising of the Seattle *Post-Intelligencer*, has been appointed national advertising manager of the Los Angeles *Examiner*. He was, for a number of years, Pacific Coast representative of the Hearst morning newspapers, at San Francisco.

Charles McMurdy has been added to the staff of the display promotion department of the *Examiner*.

## R. A. Schirmer Has Own Business

Russell A. Schirmer, for the last nine years advertising manager of The Rudolph Wurlitzer Company, Cincinnati, has formed an advertising business at that city, under the name of The R. A. Schirmer Company, with offices at 24 East Sixth Street. He was, at one time, assistant sales manager of The Andrew Jergens Company.

## J. P. Neff Joins Wales

J. P. Neff, formerly of the Bellamy-Neff Company, and recently manager of the New York office of Vanderhoof & Company, Inc., Chicago advertising agency, has joined the Wales Advertising Company, Inc., New York.

## Death of E. H. Collins

Edward Heiser Collins, for many years a member of the advertising department of the Curtis Publishing Company, Philadelphia, died recently. He was seventy-one years of age.

5, 1931

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**Known  
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*of more than a*

**MILLION MEN!**

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The

# 3 KNOWN INTERESTS

of more than a MILLION MEN

**T**HE EDITOR of the average magazine has no easy job. His daily mail reads something like this:

"Give us more love stories." . . .

*"Cancel my subscription if you run any more love stories."*

"Publish more articles on business." . . .

*"Business articles are ruining your magazine."*

"That's the thing—more features that appeal to the women." . . .

*"Stop catering to women—or count me out."*

Naturally, the editor tries to give his readers what they want.

*But their interests are many, and varied!*

So, all that the average editor can hope is that out of a wide range of stories and feature articles, one or two will appeal to each of his readers.

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**T**HE men who edit The American Legion Monthly do not face this difficulty. Their readers, more than a million of them, are all men—men with a known uniformity of interests and activities.

It is unique to find a MILLION men with THREE known and definite interests.

It is not difficult to find 100,000 people with a single interest. There are even a few groups of more than a million with single known interests.

And there are audiences of 100,000 and more which are known to have two separate and distinct interests in common.

But here are more than a MILLION men, every one of whom has these THREE known and definite interests:

First of all, they are members of The American Legion. They have a comradeship in arms which has continued into the days of peace. This comradeship finds its outlet in news and stories of the activities of 10,000 Legion Posts.

The second of their known interests is the desire to progress, to achieve. Their average age is 37—more than 90 per cent of them are in the age groups between 30 and 44.

Their own days of greatest achievement are upon them or just ahead. What more natural than that one of their primary interests should be in the subject of progress—their country's and their own?

Their third interest is directly inferred from the virile, robust lives which they lead. They like stories of adventure, action, conflict, of sports and the out-of-doors.

The editorial policy of The American Legion Monthly is keyed precisely, exclusively, to these three known interests.

The result? A million readers who are interested—not just in one or two features—but in the entire magazine, from cover to cover.

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**I**N the pages of The American Legion Monthly are found reflected the **THREE** *known* and *definite* interests of more than 1,000,000 men.

**Writers and Artists**  
*whose work appears*  
*in*

**The AMERICAN LEGION Monthly**

PETER B. KYNE	MEREDITH NICHOLSON	HUGH WILEY
SAMUEL SCOVILLE, JR.	LEONARD H. NASON	
FREDERICK PALMER	ARTHUR SOMERS ROCHE	
RICHARD WASHBURN CHILD	ALEXANDER WOOLLCOTT	
JOHN R. TUNIS	BERNT BALCHEN	DAVID LAWRENCE
ALEXANDER SPRUNT, JR.	CHARLES PHELPS CUSHING	
RUPERT HUGHES	FRED C. KELLY	MARQUIS JAMES
CLARENCE BUDINGTON KELLAND	J. B. PRIESTLEY	
IRVING BACHELLER	KARL W. DETZER	R. G. KIRK
CLARENCE D. CHAMBERLIN	HERBERT RAVENEL SASS	
HARVEY DUNN	WALLACE MORGAN	KENNETH F. CAMP
RAYMOND SISLEY	CHARLES LIVINGSTON BULL	
REMINGTON SCHUYLER	JOHN RICHARD FLANAGAN	
JOHN CASSEL	LOWELL L. BALCOM	A. A. WALLGREN
V. E. PYLES	WILLIAM HEASLIP	PAUL BROWN
C. LEROY BALDRIDGE	HERBERT M. STOOPS	

*The American*  
**LEGION**  
MONTHLY

521 FIFTH AVENUE, NEW YORK

General Motors Building, Detroit, Mich.  
Bell Building, Chicago, Ill.  
Park Square Building, Boston, Mass.  
Blanchard-Nichols-Coleman

Los Angeles

Seattle

San Francisco

Atlanta

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# What Does Your Trade-Mark Mean to the Public?

A Manufacturer's Rights Are Usually Determined by What the Public Does With and To a Trade-Mark

By Roy W. Johnson

IN spite of all that has been written on the subject in PRINTERS' INK and elsewhere, it still seems to be the prevailing habit to regard a trade-mark merely as a merchandising device, the purpose of which is to praise or recommend the goods as highly desirable in some particular or other, and thus increase their salability. Indeed, I am inclined to think that there is actually more confusion of thought on the subject than there was ten years ago, before the era of merger balloon-ascensions, and before it seemed so necessary that names should "sound well over the radio."

In recent years we have had something like an epidemic of trade-marks built on a sort of double-barreled model; compound terms, part descriptive and part laudatory, obviously designed to masquerade as genuine coined words. Names, for example, like Adjustolite, Tastyest or Super-suds. The intentions which govern the adoption of such words as trade-marks are clear enough, of course. They are chosen for their merchandising effectiveness. But what the public will make of them may very well be an entirely different matter.

A great many business men seem to have lost sight of the fact (and the graduates of our schools of business administration apparently have never heard of it) that the final, ultimate and conclusive arbiter of the destinies of a trade-mark is the public. The adopter or the fabricator of a word to serve as the identifying symbol for his product may flatter himself that he is imposing his own intentions on the public as to the restrictions and limitations of meaning expressed by the term, whereas it is the intentions of the public that really govern in the matter all

the time. The public will place its own restrictions and limitations upon the meaning of the term, will understand it in any sense that happens to strike its fancy, and no authority, judicial, legislative or otherwise, can effectively say the public nay.

The truth of the matter is that the trade-mark problem is not primarily a merchandising problem at all, and the function of the trade-mark is not a merchandising function. The selection and the handling of trade-marks on a basis of their merchandising effectiveness has, in all probability, done as much damage as the machinations of all the infringers, actual and potential, put together.

## Identification—the Trade-Mark's Job

It is not the business of the trade-mark to "sell" any goods. It is not its function to describe the product, or to praise it, or recommend it. *Its job is simply to identify it.* It is not the trade-mark's job to say "these goods are thus-and-so," or "this product is highly desirable." But clearly and unmistakably it should assert that "these are *my goods*." And it is the trade-mark problem to make certain that the public cannot fail to accept and understand the mark in that sense: that it will not bestow upon the mark a meaning of its own, to suit its own fancy or convenience, which will destroy the exclusive significance of the word as an indication of origin.

The public, roaming at its unfettered and untrammelled will up and down the highways of the common language, can be relied upon to show no more respect or reverence for trade names than it shows for anything else. According to its humor and caprice, it will play fast and loose with the

sacred rights of the manufacturer, assuming, if it sees fit, that the child of his fancy is merely an acceptable slang term for a certain type of product or certain characteristics common to various kinds of commodities. It will outrage his sensibilities by applying his trade-mark indiscriminately to the unworthy productions of his competitors, and will pay no attention whatever to his warnings or manifestos.

When that happens, as with considerable frequency it does happen, the manufacturer is likely to turn to the courts with an indignant demand for relief. It is his trade-mark. He invented it, and he can prove it; exactly when and where and how. He can show the documentary evidence of priority of use, and demonstrate that he has complied with all of the technical requirements set forth in the Trade Mark Acts. Quite probably he can produce a Certificate of Registration, duly signed and sealed on the crackling parchment of the Patent Office.

He is further armed with evidence to prove that the misapplication of his trade-mark is damaging him to the extent of thousands of dollars a month, and since it is a recognized function of the courts to protect trade-mark rights he wants something done about it. At once, if not quicker, as it were.

"Yes, yes," says the court in effect, "all this is extremely interesting and important. It is indeed our function to protect trade-mark rights, but we cannot protect any rights that do not exist as a matter of fact. The main question is, *what does this trade-mark really mean in the minds of those who employ it?* You invented the term, and you gave it currency; but what does the use to which the public has put it indicate as to the public's understanding of it? Does the public, as a matter of fact, accept and understand it as meaning *your goods*? Or is it the general understanding that it refers to a certain kind or type or style of product, irrespective of the particular source or maker of it?

"To the extent that it means *your product*, you are entitled to relief, but no farther. Courts of equity do not make themselves ridiculous by attempting to restrain the public in its right to the free use of the common language. Partly because the public is the public; and partly because there is nothing that can be done about it anyway."

What the public does with and to a trade-mark usually determines the extent of the manufacturer's rights, and not his good intentions in the matter, or his compliance with legal restrictions and formalities. This is true because the trade-mark, in and of itself, is no more property than any other word or picture, but only the symbol of property that exists in the minds of assorted human beings, when it exists at all. So that what the public thinks the trade-mark means is the governing consideration; not what the manufacturer intended it to mean, or hoped that it would mean.

If the blockhead proletariat decides, for example, that "B. V. D's" is a clever nickname for athletic underwear in general, or that "Celluloid" is indispensable as a description of a certain material or substance, it is extremely difficult to reverse or over-rule it.

### *The Trade-Mark "Natural"*

On the other hand, this same blockhead proletariat sometimes bestows its own identifying symbolism upon a product, thus creating what might perhaps be called a "natural" in the way of a trade-mark. Such marks are very likely to be "perfectly terrible" from the merchandising point of view, and are apt to violate most of the canons and rubrics set forth in the text-books. But if producers have the wisdom to recognize and adopt them, they are extremely apt to acquire trade-marks that are exceptionally distinctive and well-nigh impregnable.

"Smith Brothers" as a trade-mark for cough drops is a striking example. From the merchandising standpoint it would be hard perhaps to find anything much worse. It is a family name, and



## HOW IMPORTANT IS THE RIGHT TYPOGRAPHER?

(1) You obtain the top measure of creative ability; (2) You secure wasteless economy in preparation costs; (3) You get speed with care and the facilities, day and night, needful to assure each; (4) You work with men who are hand-in-type with all advertising media and their prescribed requirements. Hence, be sure to choose a member of Advertising Typographers of America. In them are banded together both the practical skill and the idealistic spirit of service of the guild's finest craftsmen.

## ADVERTISING TYPOGRAPHERS OF AMERICA

National Headquarters, 461 Eighth Avenue, New York

Typography That



Sets Up An Ideal

### BOSTON

The Berkeley Press  
The Wood Clarke Press

### BUFFALO

Axel E. Sahlin  
Typographic Service

### CHICAGO

Bertsch & Cooper  
J. M. Bundscho, Inc.  
The Faithorn Corporation  
Hayes-Lochner, Inc.  
Harold A. Holmes, Inc.  
Runkle-Thompson-Kovets-Inc.

### DENVER

The A. B. Hirschfeld Press

### DETROIT

Geo. Willens & Co.

### INDIANAPOLIS

The Typographic Service Co.

### LOS ANGELES

Typographic Service Co.

### NEW YORK CITY

Ad Service Co.  
The Adverttype Co., Inc.  
E. M. Diamant  
Typographic Service  
Frost Brothers  
David Gildea & Co., Inc.  
Heller-Edwards Typography, Inc.  
Huxley House  
Lee & Phillips, Inc.  
Superior Typography, Inc.  
Supreme Ad Service  
Tri-Arts Press, Inc.  
Typographic Service Co.  
of N. Y., Inc.  
Kurt H. Volk, Inc.  
Woodrow Press, Inc.

### PHILADELPHIA

Progressive Composition Co.  
Kurt H. Volk, Inc.

### ST. LOUIS

Warwick Typographers, Inc.

### TORONTO

Swan Service

*Smith*, of all the names there are, into the bargain! Yet it is, and always has been, one of the most utterly distinctive trade-marks in existence, as well as being practically infringement and substitution-proof.

This is partly due, no doubt, to the almost diabolical skill of the artist who made the original drawing of the bewhiskered visages of Trade and Mark Smith. But aside from that, the name "*Smith Brothers Cough Drops*" had been given a definite and specific meaning by the public, long before the *Smiths* had ever thought of trade-marking the product, or even of packaging it. "*Smith Brothers*" meant "goods from a certain source" in the days when the product was sold in bulk from a goldfish globe on the counter, and was carried away by the consumer in a paper sack.

The great difficulty with these trade-marks that are consciously fabricated from the standpoint of merchandising effectiveness lies in the fact that they are ambiguous and confusing so far as the unenlightened and disinterested consumer is concerned. They may mean "goods from a particular source," or they may equally well denote "a certain desirable kind of goods." The consumer is very often in doubt as to which interpretation should be put upon them, with the result that infringement and substitution is made particularly easy.

The other day, for example, I happened to be standing at the counter of one of our local cigar and stationery stores when a customer came in and asked for *Tastyest*. "Have you tried this new kind?" the dealer asked. "Just got it in today." Of course it was an entirely spurious product, but the customer went out quite contentedly munching away at it, and probably more than ever convinced that "*Tastyest*" meant merely a certain species of confectionery.

It is the casual and trivial contacts of this kind, multiplied by thousands and tens of thousands, that go further toward determining the real meaning of a trade-mark than all the conscious good

intentions of the manufacturer. And once the real meaning has been established in the public mind, there is no power or authority in the courts or anywhere else to alter it. All of which has been said before, of course, and said repeatedly; but it needs to be reiterated every now and then.

A trade-mark is not a merchandising device, a selling argument or a talking point. It is a mark of origin and identification. And the trade-mark problem is not a merchandising problem. Primarily and fundamentally it is a problem of human psychology.

### Slogan Help

CHARLES H. TOUZALIN AGENCY  
CHICAGO

#### Editor of PRINTERS' INK:

We are very grateful to you for the information conveyed in your letter answering our request for information and advice on the matter of a slogan.

This information has been pronounced exceedingly valuable by the advertiser and will be of great assistance in getting the matter of a slogan straightened out.

W. B. SWANN,  
Vice-President.

### W. L. Banning, Jr., with House of Hartman

William L. Banning, Jr., formerly production manager and assistant art director of Lord & Thomas and Logan at Los Angeles, has joined the staff of The House of Hartman, typographer of that city. He will be in charge of a newly created service department.

### H. F. Pelham with Jersey Bank

Harold F. Pelham, for the last three years vice-president and trust officer of the Citizens & Southern National Bank, Atlanta, has been made trust officer of the National Bank of New Jersey, New Brunswick, N. J.

### S. M. Sutter Has Own Business

Samuel M. Sutter, formerly secretary of Holden, McKinney & Clark, Inc., Detroit advertising agency, has started an advertising business at that city under his own name.

### Schulze & Benedict, New Business

Schulze & Benedict is the name of a new sales counselor business formed at New York by Edward H. Schulze and Allan B. Benedict. Headquarters are at 150 Broadway.

There may never  
be a more urgent  
need - - or a more  
opportune time  
- - to win bankers'  
good will for your  
dealers . . .

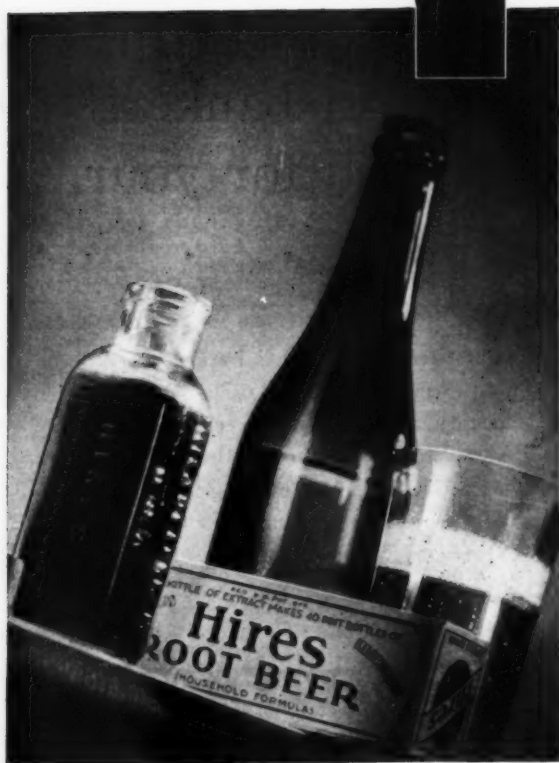
Our circulation analysis by classes  
of executives within each city,  
county and state will reveal how  
completely you can cover the bank  
executive market with a single pub-  
lication—at an extremely low cost.  
Our figures are yours for the asking.

***The Burroughs*  
Clearing House**

SECOND BOULEVARD AT BURROUGHS AVENUE, DETROIT

✚ *Plus Value*  
for the Rural  
Advertising Dollar

# PLUSSAGE



THE CROWELL PUBLISHING COMPANY

Six  
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25

GE

## **MORE Inquiries Per Dollar<sup>†</sup>**

Six leading rural magazines carried Hires Root Beer advertising in 1930. The Country Home scored the lowest average inquiry cost of all—and now leads in 1931.

Lowest cost per inquiry — another way of saying more value for the advertising dollar.

THE

# **Country Home**

## **GETS RESULTS**

PANY

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250 PARK AVENUE, NEW YORK

---



**Near the Center  
of the Dial**

**Near the Center  
of Population**

**WLW** occupies *preferred position*—on the dial—in geographical location—and in the minds of a vast enthusiastic audience. Powered by 50,000 watts, operating on a clear channel with 100% modulation, WLW reaches out in a tremendous sweep to the north, to the south, to the east and to the west, to one of the richest and wealthiest sections of the country. Because of its extremely advantageous position and its enviable reputation for good radio programs, WLW is able to give the advertiser the greatest and most profitable coverage. The advertising dollar is worth more at WLW. You'll be interested in our new WLW brochure. Send for it.



"Hink and Dink" are exclusive WLW artists whose interesting programs are listened to by a vast audience.

**THE CROSLY RADIO CORPORATION**  
Powel Crosley, Jr., President CINCINNATI

## Forbes Prize Won by Small Company

THE nation-wide contest held by *Forbes Magazine* for the best employer-employee plan was won by the Leeds & Northrup Company of Philadelphia. The purpose of the contest was "to find the best employer-employee plan now in operation that makes for the economical independence of the workers, promotes their happiness and safety; thereby increasing their usefulness to the country."

The check for \$2,000 for first prize will go half to Morris E. Leeds, president of the company who originated the plan, and half to the company employee fund.

The second prize of \$300 was awarded to the Procter & Gamble Company, while the General Electric Company and the Westinghouse Company plans were given third prizes of \$200 each.

More than 400 entries were submitted—among them United States Steel, Pennsylvania Railroad, American Telephone & Telegraph Company, Dennison Manufacturing Company, Standard Oil Company of California, Bethlehem Steel Corporation, Studebaker Corporation, Endicott-Johnson, Kellogg Company, Goodyear Tire & Rubber and S. C. Johnson Company.

Some of the outstanding features of the plan, as described by Mr. Leeds, are the following:

Unusual provisions in regard to the ownership and rights of shareholders, which aim to keep control in the hands of those who are experienced, competent, and in full sympathy with the company's policies.

Provision "that each man shall receive the equivalent of what he produces"; in other words, that not merely the top executives but all those who influence profits shall receive their fair share.

Unified, co-operative organization of all employees, executives and workers in the ranks together, in a wide variety of activities in which they can be mutually helpful, and in working with the management in business matters in which the employees have a direct interest.

Review of wage rates, for hourly workers and a large proportion of the clerical force, every three months, by a committee.

Other committees for food service, recreation and entertainment, athletics, and plant cleanliness and order.

An appeal board for review of the cases of discharged employees, an educational plan committee, time-study committee, and others.

Special provisions for the "Security and status for workers which will allow reasonable peace of mind and self-respect without destroying incentive and sapping morale."

These include a voluntary unemployment insurance fund inaugurated in 1923 and administered by a trust company so that it is not subject to the hazards of the business.

They also include systematic measures to stabilized employment, so that in times of stress men will not have to be laid off or discharged.

Old-age retirement allowances (pensions), sick benefits, life insurance and loans are also included in the provision for "Security and Status."

## First Lecture Starts New Retail Institute Series

Six speakers will participate in a course of lectures for retailers, sponsored by the Columbus, Ohio, *Dispatch*, which has started its second National Retail Institute. The course is under the direction of Charles W. Mears. Meetings started October 12 with a lecture by Carl L. Gibson, vice-president of the Standard Store Service Company, New York. Harry W. Schacter, general manager of Herman Straus & Sons Company and of the John C. Lewis Company, both of Louisville, will address the institute on October 19 on the subject of "Strategy in Management."

Successive weekly meetings will be addressed by Sydney A. Sullivan, publicity director of the L. S. Ayres Company, Indianapolis, "Pleasing Today's Public"; S. A. Weissenburger, "Buying Strategy"; Tobe Collier Davis, "How to Set Fashion in Motion." Mr. Mears will address the final meeting on the subject of "Are More Profits Possible Today?"

Each lecture will be followed by a clinic, in which members of the Institute may question the speaker concerning any specific problem related to his subject.

## New Company to Sell Howell Cuts

A new corporation, Howell-Morse, Inc., has been formed at New York to take over the selling of Howell Cuts. Charles E. Howell, who established the cut service eleven years ago, continues with the corporation as president. F. Harvey Morse, for more than seven years editor of the "Dealers' Purinograph" and other house magazines of the Ralston Purina Company, St. Louis, becomes secretary and treasurer and promotion manager of the organization.

## How 150 Companies Value Good-Will

(Continued from page 6)

Coty, Inc., and Domestic Subsidiaries	
Good-will, Formulae, Trade Names, etc.....	\$1.00
Cream of Wheat Corporation and Subsidiary Company	
Good-will .....	1.00
Curtiss-Wright Corporation	
Good-will .....	1.00
Cutler-Hammer, Inc., and Subsidiary Company	
Patents at Cost, Less Amortization.....	434,085.27
Dennison Manufacturing Co.	
Good-will, Patents and Trade-marks (at cost).....	1,020,902.24
Diamond Match Company	
Patents, Rights, Trade-marks, Good-will, etc.....	1.00
Dictaphone Corporation	
Patents and Trade-marks .....	1.00
Drug Incorporated	
Trade-marks, Good-will, Patents, etc.....	42,323,703.33
Du Pont de Nemours & Company, E. I.	
Patents, Good-will, etc.....	27,698,338.20
Eastman Kodak Company and Subsidiary Companies	
Good-will and Patents of Parent Company and Subsidiaries...	Nil
Endicott-Johnson Corporation and Subsidiary Companies	
Good-will .....	7,000,000.00
Fairbanks, Morse & Co. and Subsidiaries	
Patents, Trade-marks and Good-will.....	1.00
Fuller Brush Company	
Good-will, Patents and Trade-mark.....	1.00
General American Tank Car Corporation and Subsidiaries	
Patents and Good-will.....	1.00
General Cigar Company	
Good-will, Trade-marks, Patent Rights, etc. ....	1.00
General Electric Company	
Patents .....	1.00
General Foods Corporation	
Trade-marks, Patents and Good-will.....	1.00
General Motors Corporation	
Good-will, Patents, etc. ....	51,949,114.66
General Mills, Inc., and Subsidiaries	
Water Power Rights, Good-will, Trade-marks, etc.....	1.00
Gillette Safety Razor Company and Subsidiaries	
Patents, Trade-marks, Good-will, etc.....	21,439,749.98
Gimbel Brothers, Inc.	
Good-will .....	27,594,546.91
Gold Dust Corporation and Subsidiary Companies	
Good-will .....	1.00
Hamilton Watch Company	
Good-will, Acquired for Cash.....	284,037.26
Hartman Corporation, The, and Subsidiary Companies	
Good-will .....	4,992,992.39
Helena Rubinstein, Inc., and Subsidiary	
Formulae, Trade-marks, etc.....	1.00
Hercules Powder Company, Inc.	
Good-will .....	5,000,000.00
Holland Furnace Company	
Patents .....	1.00
Houdaille-Hershey Corporation	
Patents and Good-will.....	1.00
Hupp Motor Car Corporation and Subsidiary Companies	
Good-will, Trade Names, etc.....	1.00
Hygrade Lamp Company	
Lamp Licenses, Good-will, etc., as Valued by Management	
September 30, 1928, Less Reserve for Subsequent Amortization	1,003,074.31
Hygrade Food Products Corp.	
Good-will, nominal value.....	1.00
International Business Machines Corporation	
Patents and Good-will .....	15,158,856.99
Less: Reserve for Amortization.....	1,253,727.51
International Printing Ink Corp., and Subsidiary Companies	
Development Expenses, Formulae, Patents and Good-will	
(carried on the books at substantial amounts but for the	
purpose of published accounts taken at a value of \$1)....	1.00
Iron Fireman Manufacturing Company and Subsidiaries	
Patents, Trade-marks and Copyrights .....	1.00
Jantzen Knitting Mills and Subsidiary	
Patents and Trade-marks.....	1.00
Jewel Tea Co., Inc.	
Good-will .....	1.00
Julius Kayser & Co., and Subsidiary Companies	
Patents, Trade-marks and Good-will.....	5,644,000.00

(Continued on page 120)



# Editors must Step Out

That's the title of an illustrated book describing a method of editing, unique in magazine publishing. A copy will be sent on request.



Western Advertising Office  
Bell Building  
Chicago

Eastern Advertising Office  
Chrysler Building  
New York

IN ONE MONTH'S TIME, THE BOOK WAS SOLD OUT AND TRAVELED 100,000 MILES.

Kellogg Switchboard and Supply Company	
Good-will .....	\$315,167.62
Ken-Rad Tube & Lamp Corporation	
Good-will .....	1.00
Kelvinator Corp., Detroit, and Subsidiaries	
Patents, Good-will and Development .....	814,014.98
Kinney Company, Inc., G. R. and Subsidiaries	
Trade-marks .....	80,825.74
Good-will .....	2,480,030.00
Lambert Company, Lambert Pharmacal Company, Pro-Phy-Lac-Tic	
Brush Company, Lambert & Feasley, Inc.	
Good-will and Trade Name .....	1.00
Lehn & Fink Products Company and Subsidiary Companies	
Trade-marks, Trade Names, etc., (at cost) .....	7,968,539.95
Liggett & Myers Tobacco Company	
Brands, Trade-marks and Good-will .....	1.00
Liquid Carbonic Corporation	
Good-will, Patents and Processes, etc. ....	1.00
Lily-Tulip Cup Corporation	
Patents, Trade-marks and Good-will .....	1.00
Loft, Inc.	
Good-will, Leases, Trade-marks, etc. ....	2,659,981.90
McKesson & Robbins, Inc., and Subsidiary Companies	
Good-will, Trade-marks, Trade Names, etc. ....	1.00
McQuay-Norris Manufacturing Company of Delaware, and Subsidiaries	
Patents and Copyrights .....	295,709.68
Macy & Co., R. H., and Subsidiary Realty Companies	
Good-will .....	7,000,000.00
Mathieson Alkali Works, Inc.	
Development Expenses for New Products and Processes .....	163,971.88
May Department Stores Company and Subsidiary Companies	
Good-will, Trade Names, etc. ....	15,015,225.69
Maytag Company, The, and Subsidiaries	
Patents, Trade-marks and Good-will .....	1.00
Mead Johnson & Company, and Subsidiary	
Good-will .....	1.00
Trade-marks and Formulæ Purchased .....	27,941.22
MotoMeter Gauge & Equipment Corporation, Inc., and Subsidiary	
Companies	
Patents, Trade-marks and Copyrights .....	1.00
Munsingwear, Inc., and Subsidiary Corporations	
Good-will, Trade-marks, Patents, etc. ....	3,162,132.63
Nash Motors Company, The	
Good-will .....	1.00
National Cash Register Company, The	
Patents, Good-will and other Intangible Assets .....	1.00
National Dairy Products Corporation and Subsidiary Companies	
Good-will Purchased .....	22,391,853.64
National Tea Co.	
Good-will .....	2,222,610.23
National Enameling and Stamping Company, Inc.	
Real Estate, Buildings, Plant and Equipment, Patents and	
Good-will—less Reserve for Depreciation .....	13,061,931.23
Northam Warren Corporation	
Good-will, Trade-marks and Names, Formulæ, etc, book value	537,589.79
Noxsema Chemical Company	
Good-will .....	150,000.00
Oliver Farm Equipment Company	
Patents, Designs, Trade-marks and Good-will .....	1.00
Owens-Illinois Glass Company and Subsidiary Companies	
Patents and Good-will .....	1.00
Packard Motor Car Company and Subsidiary Companies	
Rights, Privileges, Franchises and Inventions .....	1.00
Parke, Davis & Company	
Formulæ, Processes and Copyrights .....	10,500,000.00
Penick & Ford, Ltd., Inc., and Subsidiaries	
Good-will .....	1.00
Pierce-Arrow Motor Car Company, The	
Good-will, Patents and Trade-marks .....	1.00
Perfect Circle Company, The	
Patents, Licenses and Good-will .....	497,923.90
Pie Bakeries of America, Inc.	
Good-will, Trade-marks and Organization Expenses .....	2,114,341.45
Purity Bakeries Corporation and Subsidiary Companies	
Good-will and Trade-marks and Organization Expenses .....	10,481,556.49
Radio Corporation of America and Subsidiary Companies	
Patents, Contracts, etc., at Cost Less Reserves .....	3,462,462.72
Radio-Keith-Orpheum Corporation and Subsidiary Companies	
Leaseholds, Good-will and Contracts .....	7,242,655.29
Reis & Co., Robert	
Good-will .....	1.00

(Continued on page 125)

\$315,167.62  
1.00  
814,014.98  
80,825.74  
2,480,050.00  
1.00  
7,968,539.95  
1.00  
1.00  
1.00  
2,659,981.90  
1.00  
295,709.68  
7,000,000.00  
163,971.88  
1,015,225.69  
1.00  
1.00  
27,941.22  
1.00  
1.00  
162,132.63  
1.00  
1.00  
391,853.64  
222,610.23  
061,931.23  
537,589.79  
150,000.00  
1.00  
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1.00  
500,000.00  
1.00  
1.00  
497,923.93  
114,341.45  
481,556.49  
462,462.72  
242,655.29  
1.00

# JAZZ!



SOME bands are great on slow music, but just can't co-ordinate when the baton bids for a faster tempo . . . In engraving, some organizations do creditable work if time doesn't happen to be a factor, but insist that speedy jobs are fraught with danger . . . McGrath doesn't deny the advantages of working slowly. On the other hand, experience has taught this house how to work successfully on hurry jobs. Waltz time or one-step, McGrath can play a beautiful tune.

**McGRATH ENGRAVING CORPORATION**  
PHOTO ENGRAVERS • ELECTROLYTIC HALFTONES • 509 S. FRANKLIN ST., CHICAGO

# You "Buy" It —but do you get it?

ONE often hears an advertiser say that he "buys" circulation.

The expression is an insidious one when taken too literally. It hints at a concrete value—as though reader-attention were a completely standardized commodity of some sort.

In reality, the value of advertising space is entirely variable and contingent.

All that any publisher may sell to an advertiser is *potential* circulation.

He may guarantee that he has a certain number of subscribers who are interested in the editorial features of his publication. But he cannot guarantee that even so small a fraction as five per cent of those subscribers will see, read, believe, or grant the slightest consideration to any given advertisement

printed in his advertising section.

Many advertising men still seem to entertain a naive belief that the average man and woman will read their messages as avidly as they peruse the editorial features which induce them to purchase their favorite magazines and newspapers.

They seem to feel that with the purchase of white space, ninety per cent of their battles are won. And that the insertion of any piece of copy in a publication automatically assures them a hearing from a large portion of its readers.

As a matter of fact, nothing could be farther from the truth. White space in itself can produce nothing. Its ultimate value is entirely dependent upon what is put into it.

When an advertiser says that he

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"buys" circulation, it is well for him to remember that he is only buying the privilege of attempting to win it. Though he pays his hard-earned cash for it, he has no assurance that he will really get it.

If he deludes himself into the belief that he is buying more than a possibility, he is treading dangerous ground. For, lulled by a false sense of security, he fails to

realize the extent to which he must exert himself.

*Potential* advertising circulation is for sale to all who have the money to pay for it. *Actual* circulation is quite a different matter. It cannot be purchased. Rather must it be won by showmanship and strategy—by unremitting resourcefulness and a keen understanding of one's unseen audience.

*A partial list of products sold through diversified trade outlets advertised through Ruthrauff & Ryan:*

<b>RINSO</b> <i>The Granulated Soap</i>	<b>COCOMALT</b> <i>The Health Food Drink</i>	<b>LIFEBUOY</b> <i>Health Soap</i>
<b>TRE-JUR</b> <i>Cosmetics</i>	<b>BONCILLA</b> <i>Toiletries</i>	<b>STANDARD STATISTICS</b> <i>Financial Service</i>
<b>LIFEBUOY</b> <i>Shaving Cream</i>	<b>COOLENE</b> <i>Foot Cream</i>	<b>LIBERTY</b> <i>Magazine</i>
<b>NOXZEMA</b> <i>Skin Cream</i>	<b>CANADIAN PACIFIC CO.</b> <i>Railway</i>	<b>STARLINE</b> <i>Farm Equipment</i>
<b>BLONDEX</b> <i>Shampoo</i>	<b>WOLVERINE</b> <i>Horsehide Work Shoes</i>	<b>IRONIZED YEAST</b> <i>Tonic</i>
<b>WHITE CROSS</b> <i>Electric Sweets</i>	<b>CUT-RITE</b> <i>Waxed Paper</i>	<b>TUMS</b> <i>Antacid Candy Wafers</i>
<b>NESTLÉ'S</b> <i>Milk Products</i>	<b>UNITED ENGINEERS &amp; CONSTRUCTORS, Inc.</b>	<b>COLONIAL</b> <i>Radio</i>

**RUTHRAUFF & RYAN, INC.**  
*Advertising*

New York: 132 West 31st Street

Chicago: 360 N. Michigan Ave. ~ St. Louis: Arcade Bldg.

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# BRINGING HOME THE BACON

## No Longer a Matter of GRAB BAG Selection

Shopping today in Providence is not a hurried grab bag game. Instead, the thrifty Providence housewife purchases her food-stuffs in a buyer's market where the value of the dollar changes virtually every twenty-four hours.

She shops intelligently and economically within her budget and saves steps and time by reading the merchant and manufacturer advertisements in her EVENING paper.

Only at night has she time to thoroughly enjoy the paper which experience has taught her carries ALL the news and 95% more food advertising—(local and national) than the morning paper.

In the evening field The News-Tribune enjoys the confidence of the thrifty housewife—it produces results for food advertisers and is essential for complete coverage of greater Providence.

# The News-Tribune

Goes HOME At NIGHT To Be READ

Represented by  
SMALL, SPENCER, LEVINGS & BREWER, Inc.  
Boston — New York — Chicago

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Oct.  
Remin  
Remin  
Reyn  
Savag  
Scott  
Sears  
Servel  
Shattu  
Simme  
Stand  
Stand  
Stanle  
Stewa  
Studel  
The  
Sun C  
Sweet  
Techn  
Texas  
Therm  
The R  
The I  
The I  
The V  
Union  
Unite  
Unite  
Unive  
Walw  
Warre  
Weste  
Westi  
White  
Willys  
Wright  
Woolv  
Zonite

Remington Arms Company, Inc.	
Patents, Trade-marks, Organization and Development of New Products .....	\$3,005,657.07
Remington Rand, Inc., and Subsidiary Companies	
Good-will, Patents, etc.....	17,818,886.47
Reynolds Tobacco Co., R. J.	
Brands, Trade-marks, Good-will.....	1.00
Savage Arms Corporation and Subsidiary Companies	
Patents, Licenses, Rights and Good-will.....	82,277.00
Scott Paper Company and Subsidiary Companies	
Patents, Trade-marks and Good-will.....	1.00
Sears, Roebuck and Company	
Good-will, Patents, etc.....	10,000,000.00
Servel, Inc., and its Subsidiaries	
Patents, Contracts, etc., at Cost, and Good-will.....	11,260,833.50
Shattuck Company, Frank G., and Subsidiaries	
Good-will, Patents, Experimental Charges, etc.....	4,877,912.36
Simmons Company and Subsidiaries	
Patents and Trade-marks.....	323,532.60
Good-will Acquired Through Purchases of Subsidiaries.....	1,095,395.02
Standard Brands Inc., and Subsidiary Companies	
Trade-marks, Patents and Good-will.....	1.00
Standard Oil Company (New Jersey) and Affiliated Companies	
Patents, Copyrights, Franchises, Contracts, Good-will and Organization Costs .....	47,322,175.89
Stanley Works and Affiliated Companies, The	
Patents, Trade-marks and Licenses .....	498,585.70
Stewart-Warner Corporation, The	
Patents, Licenses, Trade-marks, Trade Names and Good-will .....	1.00
Studebaker Corporation, The, and Subsidiary Companies including The Pierce Arrow Motor Car Company	
Trade-name, Good-will and Patent Rights.....	19,807,277.64
Sun Oil Company, The	
Patents .....	124,155.00
Sweets Company of America, Inc.	
Trade-marks, Brands, Copyrights and Patents on Machinery	
Technicolor, Inc., and Subsidiaries	
Research, Development, Patents and Good-will.....	3,668,961.18
Texas Corporation and Subsidiary Companies	
Patents .....	376,782.59
Thermoid Company and Wholly Owned Subsidiaries	
Good-will, Patents, Trade-marks and Processes.....	1.00
The Electric Storage Battery Co. and Willard Storage Battery Co.	
Patents, Trade-marks and Agreements.....	2.00
The Parker Pen Company	
Patents, Trade-marks and Good-will.....	422,285.21
The Liquid Carbonic Corporation and Subsidiary Companies	
Good-will, Patents and Processes, etc.....	1.00
The Wahl Company	
Patents .....	97,459.48
Union Carbide and Carbon Corporation	
Patents, Trade-marks and Good-will.....	1.00
United States Hoffman Machinery Corporation	
Patents, After Deducting Reserves (\$1,960,020.52).....	1,413,923.37
Good-will .....	1.00
United States Playing Card Company	
Patents, Trade-marks and Good-will.....	1.00
Universal Leaf Tobacco Company, Inc.	
Good-will .....	1.00
Walworth Company	
Good-will (acquired for cash).....	425,909.94
Warren Brothers Company and its Wholly Owned Subsidiaries	
Patents, License Agreements and Good-will.....	1.00
Western Dairy Products Company	
Good-will .....	6,210,324.09
Westinghouse Electric & Manufacturing Company	
Patents, Charters and Franchises.....	5.00
White Sewing Machine Corporation	
Patents and Good-will.....	1.00
Willys-Overland Company, Toledo, O., and Subsidiary Companies	
Good-will, Patents, etc.....	1.00
Wrigley, Wm., Jr., Company	
Good-will, Patents, etc.....	6,080,526.10
Woolworth Co., F. W., including Domestic and Canadian Subsidiaries	
Leases and Good-will.....	1.00
Zonite Products Corporation and Subsidiary Companies	
Patents, Trade-marks, Formulae, Good-will, Organization Expenses, etc. (including \$113,623.96 in respect of proportionate share of losses of The Larvex Corporation and The Agmel Corporation prior to January 1, 1930) .....	12,240,643.83

## How to Determine the Value of Good-Will

(Continued from page 6)

to work for various competing companies they took a large number of important accounts with them. One group of three salesmen started a new company of their own and cut deeply into the business of the older companies.

The merger management tried high-pressure methods but only succeeded in antagonizing more dealers. Things went from bad to worse until it was finally decided to put some salesmen back on the job. But none of the original force would return and the men that were hired failed to improve the situation. It was too late. The good-will of the trade had been lost. Finally, the management admitted defeat and stopped all promotion and sales efforts on this one-time popular brand.

The one asset that had been figured to be worth the most money was, at the end of one year, worth practically nothing. The merger still possessed the tangible assets—factories, equipment, etc.—but the valuable intangibles—trade-marks and good-will—had been squandered by a short-sighted management that was interested primarily in immediate savings and profits.

This story presents an extreme example, of course. But it demonstrates my point that the value of good-will depends to a large extent on who buys it and what he intends to do with it.

If you want to get an idea of the diversity of opinion on how much good-will is worth, take a look at the different values placed on this item by some of our large corporations. General Motors carries good-will on its balance sheet at \$51,949,114.66, while Hupmobile and Auburn both place theirs at \$1. The American Tobacco Company estimates the value of the good-will which it has built up around Lucky Strike, Cremo, Bull Durham, etc., by investing large sums of money in advertising, at \$54,099,430.40. The millions of dol-

lars that R. J. Reynolds has spent in advertising Camels, etc., have undoubtedly created a good-will that is worth many millions, yet this company places a balance sheet valuation of \$1 on its "brands, trade-marks, good-will."

Notice that General Motors and the American Tobacco Company both carry good-will at about the same amount. It is evident that the same formula for determining the value of this item was not used for these two great corporations, for General Motors' tangible assets and earnings are far above those for the tobacco company. General Motors earned \$141,616,131 in 1930. The American Tobacco Company earned \$43,345,371. The total assets, excluding good-will, of General Motors on December 31, 1930, were \$1,263,863,944.55 and of American Tobacco \$223,156,925.23.

No criticism of these figures is intended. They are merely presented here to show how two large companies arrive at a similar valuation for good-will although one of them is much larger in every way. They merely prove the contention that the value of good-will depends on what factors are taken into consideration. Undoubtedly, one of the greatest contributing factors in arriving at the amounts for both General Motors and American Tobacco has been the amount of money spent over a period of many years in advertising. The good-will of these companies has been largely built by advertising and is continued and increased by advertising.

The trade and public have come to know and respect the names Frigidaire, Cadillac, Buick, Chevrolet, Fisher Body and all those other valuable names; the company name itself has considerable good-will value. The phrase, "A product of General Motors," assures acceptance everywhere. There are many other factors, such as the company's dealer co-operation policies and its alert merchandising programs, that go toward making General Motors' good-will worth every cent of the nearly fifty-two million dollars value that is placed on this item. Every new development, every new product, every





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# AWARDED First Prize!

THREE-SHEET DIVISION

## 2nd Annual Exhibit of Outdoor Advertising Art

**H**ADDON SUNDBLOM'S prize-winning poster was one of a series of three-sheet posters advertising Camay Soap to housewives in home shopping neighborhoods. Posted on or near the grocery and drug stores where Camay Soap is bought, they stimulated sales very materially by bringing the name of the product forcibly home to the buyer at a time and place when buying was uppermost in her mind.



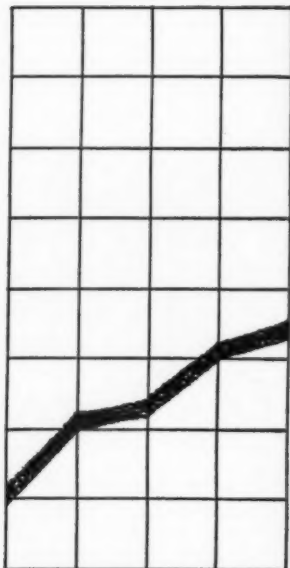
This was also true of Charles Heinzerling's poster for Snowdrift, which was given honorable mention in the same exhibit. This poster is shown at the left as it appears on location.

These two products and dozens of other products and services are sold daily in thousands of home shopping neighborhoods by means of Criterion Service—a low cost, selective, point-of-sale advertising medium of primary importance to every advertiser whose principal aim is to increase his sales. Write for particulars.

# CRITERION SERVICE

Nation-wide Three-Sheet Posting in Home Shopping Neighborhoods  
420 Lexington Avenue, New York

# Growing interest



## THE BUSINESS WEEK

new advertisement, adds to that value.

The directors of General Motors appreciate that the value of its good-will is always increasing, for in the annual report for 1930 President Alfred P. Sloan, Jr., says in explaining why the "Good-will patents, etc.," item on the balance sheet has been increased from \$50,680,425.62 in 1929 to \$51,949,114.66 in 1930:

"This asset, entirely intangible and unrecorded, that exists in an organization like General Motors, which conducts an annual business normally in excess of one and one-quarter billion dollars; which comprises a group of highly specialized manufacturing organizations; which employs normally more than 175,000 individuals; and which is supported by a vast dealer organization consisting of more than 26,000 individual outlets is of importance in evaluating the real worth of the institution. Stockholders depend to an important degree upon good-will to develop the earning power of the more tangible items of real estate, plant, equipment and inventory which would otherwise be inert and unproductive. The year 1930, it may be fairly stated, has added to this important asset."

The question arises, of course, as to when the maximum value for this item will be reached—and what that maximum figure should be.

The diversity of methods used in arriving at a good-will valuation is plainly evident in the tabulation that accompanies this article. It will be noticed immediately that some companies place a much higher valuation on this item than do others in the same industry.

This list merely gives the amounts of the good-will, patents, trademarks, etc.,—the intangibles—that are carried on the balance sheets of some of our larger corporations. There are a few companies that carry good-will on their books at a substantial sum, yet that do not include this on the published balance sheet. General Foods is one of these. On the balance sheet of this company is printed this note: "Trade-marks, patents, good-will and other intangible assets, carried

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upon the books at a substantial amount, are for the purpose of the published accounts taken at the value of \$1." The United States Rubber Company carries this item on the balance sheet at nothing, but explains that good-will is carried on the books at \$58,000,000.

It will be noticed also that this intangible asset is variously described by the different companies as "Good-will"; "Patents, processes, trade-marks, etc."; "Good-will, leases, contracts, etc."; "Good-will purchased, etc." Each company has its own idea as to the proper description of this asset, but regardless of the name, the substance in nearly every case is presumed to be of an intangible nature likened to good-will in the common understanding of the title.

The practice of simplifying the item by denoting all the intangibles as just "good-will" seems to be gaining favor. There are still a few companies, however, that follow the old custom of placing one value on a mixed aggregate of assets, including, occasionally, tangibles with intangibles, such as "patents and properties including good-will." But stockholders and the investing public today want the tangibles and intangibles completely separated.

In the days before it became the practice to issue no-par value shares, it was frequently necessary to inject a balancing figure among the assets in the balance sheet so that the assets in the aggregate would equal the liabilities and the par value of stock. This was frequently referred to as good-will and undoubtedly was partly responsible for the general disregard of such items by bankers and brokers in determining the value of a security. The practice was looked upon as "watering the stock."

By issuing no-par-value shares, a new company can avoid placing such an intangible item on the balance sheet. Frequently in reorganizing old companies no-par-value stock is issued and the item of good-will eliminated from the balance sheet.

(The second article in this series of two will discuss specific formulas that are commonly used in evaluating good-will.)

## Growing lineage



## THE BUSINESS WEEK

## Mail Order Points Way to the Lumber Dealer

LEON LIVINGSTON—ADVERTISING  
SAN FRANCISCO, CALIF.

### Editor of PRINTERS' INK:

We understand that Sears, Roebuck and Company are now carrying out a comprehensive sales plan known as "Home Modernization Program."

We will greatly appreciate your early advice as to where we can find printed the various merchandising angles of this plan.

LEON LIVINGSTON,  
BY EMERSON FOOTE.

**F**OR the last ten years, Sears, Roebuck & Company, without specific intention in that direction, have been producing a lot of worry for the lumber and building material manufacturers and dealers throughout the country. It was and is the same kind of worry that dealers in general merchandise experienced twenty years ago as they contemplated the rapid rise and development of mail-order selling as a whole. But the lumber people are finding, just as the latter dealers found, that mail order has no monopoly on thoroughly modernized and effective merchandising practice; they can go and do likewise, and this is just what many of them are doing today.

The average retail lumber dealer, up to a comparatively short time ago, was substantially the only retailer selling merchandise running pretty far up into money who could not, or at least did not, cooperate with his customers in the direction of helping them finance their purchases. The would-be home owner might do this through a contractor, but almost never through the dealer. Therefore, until he had made arrangements with a mortgage broker or a bank he was only a prospect for the lumberman.

Along came Sears, Roebuck. Using the mails to buy complete materials for the construction of a house is a cumbersome and an awkward procedure; anybody would prefer to carry out the transaction with the local dealer, other things being equal. But Sears saw a great opportunity in the providing of financing arrangements. They read-

ily recognized that if they would make it possible for a man to buy a house after the same general fashion that he buys an automobile, and could add to this their already existing facilities for price, they could quickly overcome the existing and natural disadvantages to buying a house by mail.

The result was that during the last nineteen years, Sears, Roebuck have sold more than 56,000 homes in all parts of the country. The local lumberman stood up under this competition fairly well, however, because of the disinclination on the part of many people to construct homes from stock designs without having their individual ideas included. But during 1929, Sears, Roebuck began to finance and construct homes from other than stock designs and inaugurated a financing system whereby an owner-builder can secure a 75 per cent mortgage loan with fifteen years to pay it off in monthly instalments with interest at 6 per cent. This idea took hold so well that in 1930, despite the depression, homes valued at more than \$5,000,000 were financed and built by the Sears' construction division from special plans prepared by its own architects or in some cases by outside architects. Several of these specially planned homes cost in excess of \$50,000.

A somewhat similar procedure is followed in cases where a home owner wants to modernize his present residence instead of building a new one. He can send his architect's plans to Sears, have an estimate made of the cost of the necessary material and pay for it on the instalment plan. In relatively small jobs such as the renovation of a bathroom, for example, the deferred payments may extend over two years. When the modernization plan is larger the financing may run as far as five years.

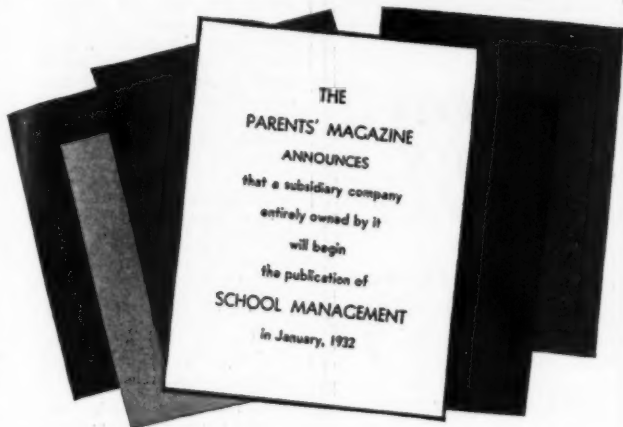
How has all this affected the retail dealer with his local lumber yard or lumber "store" as it is getting to be called? The answer is that financing organizations have been formed and others are being formed, which will enable the dealer to offer the customer the same deferred payment privileges

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THE  
PARENTS' MAGAZINE  
ANNOUNCES  
that a subsidiary company  
entirely owned by it  
will begin  
the publication of  
SCHOOL MANAGEMENT  
in January, 1932

## CONTROLLED CIRCULATION

"School Management" will have a controlled circulation of 50,000 copies monthly. There are already about 150 controlled circulation publications in specialized and trade fields, including such successful publications as "Progressive Grocer," "Good Hardware," "Medical Economics," "Oral Hygiene" and "Drug Topics." By means of controlled circulation magazines, advertisers can reach all of the "key" people in a specialized market, a coverage which is not possible through any other available unit, or units of circulation.

## TO WHOM THE 50,000 COPIES WILL GO

9,000 copies will go to every City, County and State Superintendent in the United States, and their important Assistants, including Business Managers and Purchasing Agents wherever there are such executives. 40,000 copies will go to Principals of the largest public and private schools in the United States and 1,000 copies to a hand-picked list of outstand-

ing school architects and professors in Schools of Education having an important influence on purchasing for schools.

## POCKET SIZE

"School Management" will be about the size of "Printers' Ink." It will be the same size as practically all other controlled circulation publications, namely: 5½ x 8 inches. As it will fit in the pocket or pocketbook, it will be carried home and read in street cars and busses where larger, clumsier publications are not carried. Its pocket size will cause it to be given more reading time, thereby assuring advertisements more actual "reader contact."

## HOW IT DIFFERS EDITORIALY

"School Management" will present only authoritative articles and practical suggestions on the administration, construction and equipment of schools. It is not a publication for teachers. It is for school executives—School Superintendents and School Principals, who are the "key" people whom advertisers want to reach.



Data about the tremendous school market, an advance dummy of the magazine and an advertising rate card will be gladly sent on request



# School Management

114 EAST 32nd STREET, NEW YORK

## GOOD COPY

**An advertise-  
ment which offers  
service—**

**which is attrac-  
tive enough to be  
noticed—**

**inviting enough  
to be read and con-  
vincing enough  
to be remem-  
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**will benefit both  
public and adver-  
tiser.**

**HAWLEY  
ADVERTISING  
COMPANY  
Inc.**

**95 Madison Ave.  
New York City**

which he can get from Sears.

Thus the mail-order house has once more shown the way and the lumber dealer, among the last to profit from a study and emulation of catalog methods, is now finally showing evidence that he realizes what is going on.—[Ed. PRINTERS' INK.

### Drink Your Apple a Day

Apple drinking is a habit which S. Martinelli & Company, of Watsonville, Calif., are promoting in their 1931 advertising campaign. Despite its illegal sound the habit is one which falls well within the confines of Federal limitation, for the Martinelli company manufactures nothing more illegal than Gold Medal apple cider. Taking for its cue the much chanted slogan "An apple a day—" the Martinelli company is suggesting to Californians, "Drink Your Apple a Day."

The advertising campaign behind this slogan stresses the healthfulness of the product as well as its satisfaction as a beverage. Radio, newspaper and outdoor advertising is being used to feature Gold Medal cider in gallon jugs, though the product is also available in pint, quart, half-gallon and gallon glass containers. In an effort to obtain dealer co-operation the company is also furnishing window and counter display material as well as conducting demonstrations in the larger stores.

### Radio Publication Changes Name

*Radio & Electric Appliance Journal* is the new name of *The Talking Machine & Radio Journal*. *Central Station Retail Shops* was consolidated with the *Journal* in September and the new name has been adopted to describe better the activities of the modern radio dealer.

### Joins MacDonald Agency

Robert McNicol, for the last five years with the Eastman Advertising Company, Vancouver, B. C., most recently in charge of the production department, has been appointed production manager of the British Columbia office of George H. MacDonald, Ltd., Toronto advertising agency.

### F. J. Egan with Stenzel & Company

Frank J. Egan, formerly art director and production manager of Henry Decker, Ltd., New York advertising agency, is now with Stenzel & Company, Inc., New York, advertising art.

### Has Candy Account

The Martin W. Allen Agency, Los Angeles, has been appointed to direct the advertising account of Mary See's Candy Company, of that city. Radio and newspaper advertising are being used.

## Protest Distribution of List of Rural Routes by Post Office

Vigorous protests to postmasters in several Wisconsin cities have been made by State newspaper publishers and advertising managers following the distribution of a complete list of Wisconsin rural routes and the number of boxes to business executives with the suggestion that they send advertising mailing pieces to stimulate business among rural residents. By the service offered, advertisers can mail the number of pieces indicated for a route in a bundle marked for distribution on a certain route without putting individual names on each piece.

Newspaper protests take exception to the Post Office competing with private business; making statements that mailing pieces are a preferred form of advertising, and also offering a free service while newspapers have had to spend considerable money in building up their lists in rural sections.

## Leonard Dreyfuss to Conduct School Course

Leonard Dreyfuss, president of the United Advertising Corporation and chairman of the board of the United Advertising Agency, will conduct a course, "Advertising—Its Practical Application to Business," in the Seth Boyden School of Business, Newark, beginning on the evening of October 7, at 6:30 P. M. He will be assisted by Clarence B. Lovell, of the United Advertising Corporation.

## Nestlé's Canadian Appointments

Bradford Ellison has been elected vice-president of Nestlé's Milk Products (Canada) Ltd., Toronto. Harold M. Grout has been appointed sales manager and John Francis assistant sales manager of the company.

## R. A. Mooney with Weil, McGinniss & Sloman

Richard A. Mooney, formerly with Doubleday, Doran & Company, Inc., has joined Weil, McGinniss & Sloman, Inc., publishers' representative, New York. He will be engaged in the development and sale of advertising in *Charm*.

## Electric Heater Account to Gotham Agency

The Duct Electric Heater Corporation, New York, has appointed the Gotham Advertising Company, New York, to direct its advertising and merchandising.

## Theodore Haviland to Tracy

Theodore Haviland & Company, Inc., New York, maker of Haviland China, has appointed W. I. Tracy, Inc., New York advertising agency, to direct its advertising. Magazines will be used.

# "Punch's" POWER

\*\*\*

WHERE shall your advertisements be placed to do their utmost, last the longest, reach their most profitable goal? Answer the question with another. Which periodical goes right to the most intelligent, well-to-do community in Britain, carries a reputation which is second to none, never gets thrown away, but is passed from hand to hand till each copy has known upwards of a dozen readers? . . . "PUNCH"! This is a force which, joined to your advertising, will widen your product's scope, create demand, establish prestige. If it were not so, would hundreds of Advertisers have increased their "PUNCH" appropriation from fractional spaces to half pages, whole pages, colour pages? Use "PUNCH" now to put your product in the line of prosperity.

\*\*\*

MARION JEAN LYON

Advertising Manager, "PUNCH"  
10, BOUVERIE STREET  
LONDON, E.C.4, ENG.



## New York "Times" Inaugurates New Course

The advertising department of the New York *Times* has inaugurated a new course, covering national advertising in newspapers, which will consist of eleven sessions to be held on consecutive Wednesday evenings. All those engaged in the advertising profession are eligible to attend, there being no entrance requirements or charge for admission. The first meeting of the new course, held last week, was addressed by E. H. Cummings, in charge of media of the J. Walter Thompson Company, Inc., who spoke on "Newspaper Coverage." Dr. L. D. H. Weld, director of research of McCann-Erickson, Inc., addressed the meeting held on Wednesday of this week on the subject "Studying the Market."

Other lectures planned for the course, which will cover problems of newspaper advertising with emphasis on national advertising and the advertising of retail outlets in connection with national advertising, include the following: Marvin Knight, Erwin, Wasey & Company, "Creating and Executing an Advertising Campaign"; Theodore E. Steinway, Steinway Piano Company, "How Would I Advertise a High Priced Product?"; Lee Bristol, Bristol-Myers, Inc., "How Would I Advertise a Low Priced Product?"; E. H. Campbell, Rex Cole, Inc., "How Would I Advertise a Medium Priced Product?" and

Miss Lois V. Guck, Helena Rubinstein, Inc., "How Would I Advertise a Product Appealing to Women?"; E. D. Gould, Truly Warner, "How Would I Advertise a Product Appealing to Men?"; W. W. Wachtel, Loose-Wiles Biscuit Company, "How Would I Advertise a General Household Product?" and I. A. Hirschman, Lord & Taylor, "Advertising to All Price Classes and Both Sexes."

At the concluding meeting, a lecture summarizing the entire course will be given by a class member who has attended all lectures. General class discussion will follow.

## Wrigley to Start Radio Campaign

The William Wrigley, Jr., Company, Chicago, will start a radio advertising campaign in November. An appropriation of \$1,000,000 has been made for this purpose. This campaign, it is stated, represents augmented advertising effort and will be in addition to the company's newspaper and magazine advertising.

The Frances Hooper Agency, of Chicago, will handle the radio campaign.

## New York "Mirror" to Publish Sunday Edition

Effective January 10, the New York *Daily Mirror* will publish a Sunday edition, according to A. J. Kobler, publisher. Besides a news section, the same size as that of the week-day edition, the Sunday *Mirror* will include a magazine section, color comics and a rotogravure section.

## Mutual Fire Group Approves National Campaign

The Federation of Mutual Fire Insurance Companies, meeting at Chicago last week, voted for continuance on the same basis as last year of the national advertising campaign jointly sponsored by it and the National Association of Mutual Casualty Companies. The latter organization meets at White Sulphur Springs, West Virginia, October 15, to give formal decision on its part of the program.

This approval given, the campaign will enter its third year with an appropriation of approximately \$120,000, which will be used for space in two magazines and for direct-mail advertising. The economic copy slant used last year was found effective and will probably be continued in the coming year's advertising.

The advertising account is handled by Aubrey & Moore, Inc., Chicago advertising agency.

## Restaurant Association Votes to Advertise

The National Restaurant Association at its convention at Buffalo, N. Y., last week, decided to carry on a campaign of national advertising in newspapers and magazines throughout the United States. The plan adopted contemplates the raising of \$100,000 for this purpose between now and January 1, 1932. Each member will contribute to the fund on the basis of one-tenth of one per cent of gross sales during the year. The plan further provides that a minimum of \$100,000 is to be subscribed before the advertising campaign is begun and the campaign is to be continued as long as that amount is subscribed for a year.

Among the speakers who addressed the convention was E. H. Ahrens, publisher of *Restaurant Management*, who presented a plan for stabilizing the restaurant industry in which the co-operative advertising effort was recommended as a highlight.

## New Accounts to Fonda- Haupt

The Inkograph Company, Inc., and the Accurate Metal WeatherStrip Company, both of New York, have appointed the Fonda-Haupt Company, Inc., advertising agency of that city, to direct their advertising account.

This agency has also been appointed to direct the advertising of the Hugh Nelson-Columbia Carpet Mills, Inc., Philadelphia.

## San Francisco Agencies Merge

The Leon Livingston Agency and the Harry Bercovich Advertising Agency, both of San Francisco, have merged and will operate under the name of the Leon Livingston Advertising Agency, with headquarters in the Mills Building, San Francisco. Leon Livingston continues as president of the new company. Harry Bercovich, Jr., becomes vice-president.



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# Announcing *a* Great Expansion Program

Starting With  
a 4-Color Page  
in the October  
18<sup>TH</sup> Issue of the  
American Weekly

ON October 18th, Popular Mechanics launches its great new Expansion Program with its first four-color page reaching the five and one-half million American Weekly families.

For many years Popular Mechanics has been the largest magazine reaching a 100% voluntary 100% man audience. It is now planned to further enhance that position, further increase that dominating circulation.

More serious today than ever before is the advertiser's problem of reaching concentrated circulation of known buying power and buying inclination. Because of its peculiar editorial content, advertisers of mechanical household products, auto-

motive equipment, radio and radio supplies, large unit articles of every description reach through Popular Mechanics the most influential group of purchasers anywhere available. Manufacturers of all articles appealing to men—clothing, shoes, tobaccos, tooth paste, antiseptics, etc.—may purchase at an exceedingly low milline rate, an entirely waste-free circulation.

Far-sighted advertisers will sense the need for a complete understanding of the Popular Mechanics' circulation story—and will realize the wisdom of anticipating future requirements with protective contracts at prevailing low rates.

## POPULAR MECHANICS MAGAZINE

*Written So You Can Understand It!*

PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE.

**CLASS OF SERVICE**  
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

**WESTERN UNION**

**SIGNS**  
DL = Day Letter  
NL = Night Message  
HL = Night Letter  
LOO = Deferred Cable  
CLT = Cable Letter  
WLT = Week-End Letter

RECEIVED AT 4744 WEST MADISON ST., CHICAGO, ILL. COLUMBUS 8134 OCT 15 PM 12 24

CAB108 47 1 EXTRA DUPLICATE MECHANICVILLE NY 9 11 15A

CONANT MANNING, PREST WOMANS WORLD MAGAZINE=

4223 WEST LAKE ST=

WORD HAS COME TO US THAT WEST VIRGINIA PULP AND PAPER CO HAS OFFERED WOMANS WORLD MAGAZINE FOR SALE STOP THERE IS NOT ONE WORD OF TRUTH IN THIS MALICIOUS RUMOR AND FURTHERMORE WEST VIRGINIA PULP AND PAPER COMPANY CANNOT OFFER FOR SALE WHAT IT DOES NOT OWN=

DAVID L LUKE PRESIDENT WESTVIR PULP AND PAPER CO.

THE QUICKEST, SURREST AND SAFEST WAY TO SEND MONEY IS BY TELEGRAPH OR CABLE

## To those who believe in fair play—

ACCORDING to rumors circulated by certain members of the advertising profession, Woman's World Magazine is for sale. According to this gossip, also Woman's World is no longer a Manning Institution—no longer Manning-owned, but the property of the West Virginia Pulp & Paper Company. There may be other rumors—we have not heard them.

We believe in fair play. We welcome a good, clean fight. It is our policy to ignore rumors, but this malicious propaganda we consider both unfair and injurious enough to call for a formal denial.

And so, once again, we desire to publish the statement made on March 12, 1931:

"Neither the Woman's World Magazine nor the assets of the company are for sale to any person or parties, that no change in stockholders has been made, or is planned or expected, and no new outside capital will be accepted."

This statement held good then, it holds good now, October 12, 1931, and it will hold good in the future.

We trust that the friends of Woman's World will not have to be subjected again to such idle and ill-founded rumors.

Sincerely yours,

*Conant Manning*

PRESIDENT MANNING PUBLISHING COMPANY

# FARM PAPER SUMMARY FOR SEPTEMBER

## COMMERCIAL ADVERTISING LINAGE

(Exclusive of house, livestock, baby  
chick and classified advertising)

	1931	1930
	Lines	Lines
Country Gentleman....	25,447	47,130
California Citigraph....	19,240	16,990
Florida Grower.....	12,815	11,235
Capper's Farmer.....	12,123	22,678
Successful Farming....	11,514	19,007
Country Home.....	10,310	11,920
Southern Agriculturist..	10,255	16,962
Breeder's Gazette.....	8,791	17,389
Farm Journal.....	7,637	12,234
Poultry Tribune.....	4,677	11,003
Amer. Fruit Grower....	4,366	5,259
Nat'l Live Stock Producer	4,328	6,764
Amer. Poultry Journal..	3,548	7,937
Farm Mechanics.....	3,284	4,658
New England Dairyman	3,156	4,503
Better Fruit.....	3,062	4,141
Rhode Island Red Jour.	2,907	4,465
American Farming....	*2,643	3,303
The Bureau Farmer....	2,555	4,136
Farmers' Home Journal	2,381	1,652
Standard Poultry Jour.	*1,126	3,669

Totals.....156,165 237,035

\*August and September issues combined.

## SEMI-MONTHLIES

	1931	1930
	Lines	Lines
Prairie Farmer.....		†34,808
Illinois Edition...	17,337	
Indiana Edition...	12,723	
Dakota Farmer.....	16,203	26,622
Okla. Farmer-Stockman	15,990	23,958
Hoard's Dairyman....	15,620	25,177
Progressive Farmer & Southern Ruralist		
Georgia-Ala. Edition	14,313	28,082
Carolina-Va. Edition	14,154	27,765
Mississippi Valley Edition.....	13,959	27,795
Kentucky-Tennessee Edition.....	13,665	28,720
Texas Edition.....	12,548	27,530
Missouri Ruralist....	13,030	22,289
Utah Farmer.....	11,041	16,867
Western Farm Life....	10,861	15,323
Montana Farmer.....	9,044	14,707
Southern Planter.....	8,205	14,335
Arizona Producer.....	5,573	10,987

	1931	1930
	Lines	Lines
Arkansas Farmer.....	5,084	5,338
Missouri Farmer.....	4,342	4,782
Southern Cultivator...	3,000	3,818

Totals.....216,692 358,903

†One Edition, four weekly issues.

## WEEKLIES

(Four Issues)

	1931	1930
	Lines	Lines
Nebraska Farmer.....	24,137	34,334
Pacific Rural Press....	21,588	30,594
California Cultivator..	21,523	29,774
Wallaces' Farmer and Iowa Homestead....	19,571	43,502
Kansas Farmer, Mail & Breeze.....	18,392	29,862
Pennsylvania Farmer...	17,403	26,079
Rural New Yorker....	17,251	21,624
The Farmer & Farm, Stock & Home.....		†38,397
Minnesota Edition..	16,295	
Montana Edition..	14,704	
Michigan Farmer.....	15,916	26,694
New Eng. Homestead..	15,022	19,969
Ohio Farmer.....	14,701	32,809
Farm & Ranch.....	14,631	32,086
Washington Farmer...	14,433	26,695
American Agriculturist.	14,177	21,037
Wisconsin Agriculturist & Farmer.....	14,101	31,119
Oregon Farmer.....	13,906	25,977
Idaho Farmer.....	13,823	22,051
Indiana Farmer's Guide.*	12,573	22,911
Dairymen's League News	5,466	6,064

Totals.....319,613 521,578

†One Edition.

\*Three Issues

## FARM NEWSPAPERS

(Four Issues)

	1931	1930
	Lines	Lines
Kansas City Weekly Star.....	*18,559	25,815
Dallas Semi-Weekly Farm News.....		†5,961
Friday Edition...	3,416	
Tuesday Edition..	*3,390	
Totals.....	25,365	31,776

\*Five Issues.

†One Edition.

Grand Totals.....717,835 1,149,292

(Figures compiled by Advertising  
Record Company)

## Does your copy look like a word parade?

If your copy looks long and tedious, maybe it reads that way. It can be made to look better—and read better. If you can't put your finger on the trouble there is a check list for your convenience in an article entitled, "Cut Down the Copy Block!" It seems that there are seven ways in which copy is made too long. If you know six, maybe the seventh is the one!

## Elbert Hubbard was his uncle

Horton Hubbard Heath is a nephew of the late Elbert Hubbard. Because he is a member of the family, he has at his finger-tips a wealth of material about the "Fra" of East Aurora. From this material Mr. Heath has prepared an article concerning Elbert Hubbard's early life in business as a member of the firm of J. D. Larkin & Co. This material, never before published, makes absorbing reading. It will interest both the younger men who know little of Hubbard and the older men who were his contemporaries. It is titled, "Elbert Hubbard—Salesman."

Read these in the October issue of

## Printers' Ink

*Monthly*

## Publicity Lodge Dramatizes Washington Inaugural

The first of a series of Masonic events to be sponsored by lodges throughout New York State, commemorating the coming bicentennial of George Washington's birth, was held recently by Publicity Lodge No. 1000, F. & A. M., New York.

A feature of the program, which included an address by the Grand Master, Charles H. Johnson, was a dramatization of the Washington inaugural. It was written, staged and enacted by members of the lodge, which is composed of men engaged in advertising and publishing work.

Attired in costumes of the period, the cast portrayed the event which took place on the balcony of the Federal Building, New York, in 1788, when Washington took the oath of office as President of the United States.

The Bible used in this episode was the priceless historic volume on which Washington was sworn. It was loaned to Publicity Lodge by St. John's Lodge No. 1, which lent it for the actual inauguration of the first President.

The character of Washington was portrayed by Hector Fuller who gave the inaugural address. The other characters in the historic dramatization were taken as follows: Chancellor Livingston, C. W. Fuller; General Jacob Morton, Douglas W. Coutlee; John Adams, John A. Cavanagh; Governor George Clinton, John J. Carr; General Knox, Louis W. Bleser; General St. Clair, Carl A. Larson; General Steuben, Montague Lee; James Otis, Herbert W. Evans; General Lewis, Huston D. Crippen, Jr.

## W. H. Gardner Heads New Caterpillar Sales Division

Walter H. Gardner, formerly advertising manager of the Caterpillar Tractor Company, Peoria, Ill., has been appointed manager of the newly created specialty sales division of that company. This division has been formed to market Caterpillar engines and sub-assemblies to other manufacturers and to direct the company's sales to railroads and public utilities.

Gerald M. Walker, formerly assistant advertising manager of the Caterpillar company, succeeds Mr. Gardner as advertising manager.

## Has American Flyer Account

The American Flyer Manufacturing Company, Chicago, maker of American Flyer trains, airplanes and Structo toys, has placed its advertising account with the J. L. Sugden Advertising Company, of that city.

## Louis A. Lepis Appoints Leonard Jacoby, Jr.

Leonard Jacoby, Jr., has been appointed sales and service representative of Louis A. Lepis, Inc., New York, typography and advertising printing.

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## A. F. A. Begins Second Speaking Program

The second phase of the program for the better understanding of advertising, conducted by the Advertising Federation of America, was begun last week with an address before the Advertising Club of Little Rock, Ark., given by Hector Fuller, of Outdoor Advertising, Inc., New York. The program, which was inaugurated last year with a series of six talks before affiliated advertising clubs and groups of business men throughout the country, will consist this year of a series of four talks.

Gilbert T. Hodges, president of the Federation and a member of the executive board of the New York Sun, will present the message before the twelfth annual convention of the New England district of the Federation at Providence, R. I., to be held October 22 and 23.

## C. C. Mercer with Clark- McDaniel-Fisher & Spelman

Charles C. Mercer, for several years marketing counselor of the McGraw-Hill Publishing Company, has been elected vice-president of Clark-McDaniel-Fisher & Spelman, Inc., Akron, Ohio, advertising agency. Mr. Mercer, who will act as an account executive, will make his headquarters at the company's Cleveland office. He was formerly advertising manager of the United Alloy Steel Corporation.

Leo J. Francis, account representative of the Clark-McDaniel-Fisher & Spelman agency at Cleveland, has been elected vice-president. E. M. Spelman, vice-president and treasurer of the company, has been made general manager of the Cleveland office.

## Rehearing for Indiana Chain Tax Case Denied

The Supreme Court of the United States has denied a plea to rehear the case in which the chain store tax of Indiana was held valid by a five to four decision. A formal order denying the petition for rehearing was entered without opinion. The court, last term, ruled that the Indiana license tax on stores, graduated in amount according to the number of stores under a single ownership and management, is constitutional. The rehearing was sought on the ground that the court by its decision "places no limitation upon the power of a State to increase the amount of taxation upon the owner of two or more stores to an oppressive extent and to the point of destruction."

## Death of P. W. Schaefer

Philip William Schaefer, formerly general manager of the New York Herald, now the Herald Tribune, died recently at New York at the age of sixty-three. Mr. Schaefer, who was forced to retire as general manager of the Herald in 1913, because of ill health, had been with that paper since 1892, having been made general manager in 1911.

## Every Woman wants an advertising thimble



ADVERTISING managers and agency men will appreciate the genuine value of this "medium." A practical souvenir for women that is truly welcomed—and you know that it's the woman who's the family purchasing agent.

## She carries your "Ad" on her finger tips

The Anco Thimble is a bright little beauty, full-sized, first grade aluminum. Your trade-mark embossed on colored enamel. A constant and practically perpetual advertisement that really "goes into the home." Used successfully by well-known concerns. Quantities 1,000 to 100,000 or more.

Write for Samples and Latest Prices

**The Atlas - Ansonia Co.**  
58 Grant St. New Haven, Conn.

## PUTS PUNCH IN YOUR SALES PROMOTION

In their most successful campaigns leading national advertisers are including imprinted toy balloons—PLUS a "Perfect" sales promotion plan. More than ten years' experience proves that it pays.

"Perfect" service includes complete execution of a plan built to fit your particular sales program. If your product is retailed through dealers, we can help your dealers boost sales.

Write for the facts. They're interesting.

**The PERFECT RUBBER CO.**  
Mansfield, Ohio  
Est. 1919

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1838 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 135 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President and secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 6 North Michigan Avenue, Gove Compton, Manager.

Atlanta Office: 87 Walton Street, Geo. M. Kohn, Manager.

St. Louis Office: 915 Olive Street, A. D. McKinney, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year, Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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ROY DICKINSON, Associate Editor  
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Philip H. Erben, Jr.

London: Thomas Russell

NEW YORK, OCTOBER 15, 1931

## Concerted Action

For some time it has been apparent that a credit system which had broken down was at the center of the log jam of domestic and international business. The program of action suggested by the President hits right at the center of the jam insofar as domestic affairs are concerned.

Notes secured by mortgages and other collateral frequently become frozen and practically valueless as liquid assets in hard times. These frozen assets have limited purchasing power, restricted credit and have closed many banks.

Obviously, assets of \$350,000,000 cannot be converted into cash when there is only \$5,000,000,000 cash available. A continuing process of attempts to convert could only have ended in chaos. The big banks are now asked to mobilize a fund of \$500,000,000 with which frozen assets may be

made liquid by the process of re-discounting. These frozen assets have been estimated as high as \$4,000,000,000; \$1,500,000,000 in closed banks, an equal amount in defaulted real estate bonds, and almost \$1,000,000,000 in cash stuck into socks or safe deposit boxes by frightened depositors. These frozen billions make it easy to see where some of the money has gone which should have been circulating in business, buying the products of our mass production factories.

Many banks would not have failed, tying up their depositors' money, had they been able to liquidate their paper at the contemplated \$500,000,000 bank. There can be no doubt that the proposal is a big step toward internal stability. It offers concerted action as a solution to a nation-wide crisis. It is a frank admission that the individual business man no matter how able or willing cannot do the whole job necessary for revival of prosperity.

The phrase used by the President in his plea for "a national unity" is very similar to that offered by the United States Chamber of Commerce in its recent plan when it asked for "a national economy."

A policy of blind *laissez-faire*, a belief that business could emerge from the doldrums under the old jungle law of the survival of the fittest, has been proved inadequate and dangerous.

Edward Bellamy, in his remarkable book, "Looking Backward," told in 1887 how a crowd was watching a wartime regiment passing by. People observing the concert of action, the organization under one control, the power of co-operation could not help making comparisons. As Bellamy said:

"Seeing these things so plainly could they fail to compare the scientific manner in which the nation went to war with the unscientific manner in which it went to work?"

The first step has now been taken to apply some of the concerted national effort of wartime to an equally serious peace-time emergency.

Now as then the Government cannot do everything for the people. It can merely make a basically sound proposal, lay out the method and help the people to help themselves under leadership which sets up a definite program as a goal.

The Government in non-partisan fashion has taken the first step in that sort of leadership. It is now up to all those who have asked for leadership to fit themselves into their own niche in the concerted action necessary to turn leadership into victory.

### **Medical Men and Their Lay Critics**

The twenty-first annual clinic congress of the American College of Surgeons was opened at New York on October 12. Dr. C. Jeff Miller, retiring president, took as the subject of his address: "Medical Men and Their Lay Critics."

Referring to articles that have appeared lately in the lay press, written by lay individuals, all of them attacking the medical profession for alleged shortcomings, Dr. Miller said: "I find myself at a loss to explain the presence of these articles in magazines whose standards, one used to believe, were rather higher than the publication of half-truths and misrepresentations and downright falsehoods."

We see no reason why Dr. Miller should be so completely unable to find the key to what is, to him, a mystery. The articles to which he refers specifically, and scores of articles he did not mention, are appearing today in the press for the reason that among the thinking people in this country there is developing, slowly but surely, a rising tide of resentment against the medical profession. Casting aside articles written by professional muckrakers, and published by muckraking publications; the fact remains that when our most conservative publications run these lay criticisms of the medical profession, it is for no other reason than that the editors believe the articles represent a solid segment of public opinion.

Instead of professing a profound ignorance concerning the causations

of these articles, the medical men might diagnose the case precisely as they would a medical problem. We do not pretend to have the solution. We do think, however, that at that same meeting, the president-elect of the American College of Surgeons, Dr. Allen B. Kanavel, definitely indicated the answer. Said Dr. Kanavel:

"Into our social structure have come many startling changes during the last decade and it is pertinent to ask whether some modification of our concepts of ethical practice may not be necessary to meet these changed conditions. The public resents decisions as to professional conduct made upon technical interpretation of our code and has rightly demanded action based upon the broad principles of social welfare. *How far may education of the public go as to the standards of service of institutions or physicians connected with them, and not become immoral advertising?*"

In those few sentences, Dr. Kanavel clearly points the proper way for the medical profession to meet the attacks of which it has at last become cognizant. The first step is to modernize the profession's conception of ethical practice, particularly along the line of basing it more on general social welfare than on the profession's welfare. The second step, having thus (in commercial parlance) cleaned house, is to educate the public with regard to these new ethical standards by steady and consistent advertising.

That such advertising could ever become "immoral" is unthinkable.

### **Planned by an Advertising Man**

Among a host of advertisements in a recent issue of a publication of national circulation, two advertisements stand out. One reason for their prominence is that each announces a new product. The other is that side by side they teach an advertising lesson that should have been learned many years ago.

The first becomes very excited, plunging immediately into such verbiage as "epoch making," "now



for the first time in history" and "the greatest advance ever taken in the industry." It is an advertisement that gets attention—but once having won it leaves it suspended. Nowhere in the advertisement is price mentioned, nowhere is there anything but the vaguest reference to the important improvements which make the new product epoch making.

The second advertisement ushers itself in with the unexciting word, "Announcing." The illustration is simply the picture of the product backed by a second color. The copy doesn't wave its arms as it shouts superlatives. Simply and directly it tells all that can be told about the product in the space allotted. Finally just beneath the illustration is a list of seventeen specific features incorporated in the product, a list answering any possible question that may arise in the mind of the mechanically curious prospect.

The first is a boast. The second is an advertisement. The first was planned, probably, by a genius. The second was planned by an advertising man.

### **The Railroads' Problem**

This week the Interstate Commerce Commission is expected to make public its decision upon the railroads' petition for a 15 per cent freight rate increase. The railroads believe that an increase in rates would solve most of their difficulties.

But their problems go far deeper than rates. Prosperity will not return with higher freight rates. Increased business would help the carriers more than increased rates. And most manufacturers will tell them that sales cannot be stimulated by raising prices—particularly in a falling market.

Most railroad men would deny it, but it is true nevertheless that their "product"—transportation of goods and people—can be merchandised in much the same way that other things are sold. The railroads are suffering badly from bus, truck, pipe line and other forms of competition. But so far they have done little to meet

changed conditions—except ask for increased rates.

What the railroads need is merchandising brains. They need men who will look at transportation as something that must be sold; as a product that must be improved; as a product that must be able to meet competition in every way—in service, comfort, speed, reliability, safety, convenience, as well as price. They must merchandise transportation precisely as the power companies have merchandised electricity.

The public has little sympathy for the railroads. It will soon tire of hearing them beg for more business—at higher prices. The public will travel by train and ship its goods by train when and if the railroads offer them more for their money than other forms of transportation.

### **Mutual Insurance Group Meets for First Time**

A new advertising group, the Mutual Insurance Advertising Conference, embarked upon active existence last week with a two-day meeting at Chicago. The group is made up of advertising executives of mutual casualty and fire insurance companies. Representatives from sixty-six companies attended the first meeting and over two hundred companies were represented in an advertising exhibit.

The opening session was devoted to discussions of the effective use of various types of advertising media, including direct mail, newspapers and radio. At the afternoon session, J. J. Barnett, of Aubrey & Moore, Inc., outlined various phases of the national advertising campaign that is sponsored by the casualty and fire insurance associations.

The second day was given over to round-table discussions of general advertising problems. Martin P. Luthy, assistant vice-president of the Lumbermen's Mutual Casualty Company, was chairman for this session.

The judges for the advertising exhibit were Arthur Ogle, assistant marketing director of Bauer & Black; O. C. Harn, managing director, Audit Bureau of Circulations, and Homer J. Buckley, Buckley, Dement & Company.

It was felt that an informal organization would best serve the interests of the new group and it will continue with no set list of officers. It will function under the general direction of J. M. Eaton, assistant general manager of the American Mutual Alliance, who, with Mr. Luthy, played a large part in founding the organization.

The conference will meet at Columbus, Ohio, next year. There will again be an advertising exhibit, for which Mr. Luthy has been again appointed to serve as chairman.



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## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

40 EAST 34TH STREET

NEW YORK

WHEN BIGELOW-SANFORD,  
first among carpet and rug  
manufacturers, recently  
selected this agency they  
found here a staff ready for  
an immediate and thorough  
handling of their account.

For new clients, just as  
for old, our policy of re-  
serve man-power assures  
that brand of painstaking  
service best described in the  
maxim "Not how much,  
but how well."

"NOT HOW MUCH, BUT HOW WELL"

# Advertising Club News

## Suggests Publishers Take Some of Own Prescription

"The more that publishers follow the principles they set down for someone else, the better they are equipped to sell their own product," Edgar Kobak, vice-president of the McGraw-Hill Publishing Company, said in a talk at last week's meeting of the Chicago Advertising Council. "In other words, publishers, who take it for granted that the manufacturer should back up their salesmen with advertising, should not forget, as many seem to, that the same principle is applicable to their own businesses. We have found selling to be a lot easier," he added, "when we can show prospective advertisers our own advertising and our own approach to our advertising problems."

Speaking of the advertising salesman's job, Mr. Kobak said: "Ideas, imagination and the use of strategy in selling are the most important qualities of the salesman. They are what the publisher should seek in hiring his salesman and they are the qualities the salesman should strive to develop in himself in order more successfully to get the pages in the paper and keep them there."

"These qualities are also of value to the advertiser, who can often draw upon the experience and intelligent reasoning of the salesman in a way beneficial to his own marketing activities. Use the advertising salesman," he urged advertisers, "once you are convinced he is a capable and well-trained man."

Mr. Kobak concluded his talk by outlining the twenty-five points which the McGraw-Hill company has drawn up for its salesmen to follow.

## Paul Craig Wins Poor Richard Golf Tournament

Paul K. Craig brought in the low net score at the recent annual fall outing of the Poor Richard Club of Philadelphia held at the Manufacturers Country Club with a 73, winning the Howard C. Story Golf Cup. The second low net, also a 73, but with a 30 handicap, was brought in by Joseph H. Nash who won the Bartley J. Doyle Cup. The third low net, a 74, was made by Harry T. Jordan, and the fourth, a 75, by Rowe Stewart.

The putting contest was won by Richard F. Alley, with Robert Hesse, runner-up. The chairman of the outing was Ray Neal, with Howard C. Story, vice-chairman.

## Heads Kansas City Sales Managers

Roy E. Moynahan, sales manager of the H. D. Lee Mercantile Company, has been elected president of the Kansas City Sales Managers Association. Other officers elected are: F. L. Rockford, Pillsbury Flour Mills Company, vice-president; G. L. Cox, Cudahy Packing Company, treasurer, and Albert Preston, W. L. Barrel Company, secretary.

## R. S. Butler to Address A. B. C. Week Luncheon

Ralph Starr Butler, vice-president and director of advertising of General Foods Corporation, will address the annual A. B. C. Week luncheon of the Chicago Advertising Council, to be held Thursday noon, October 22. Directors of the Audit Bureau of Circulations will be guests of honor at this meeting.

The Chicago group has completed its schedule of speakers for the first half of the current season. Joseph Appel, director of publicity, John Wanamaker, New York, will be the speaker on October 29. Harry Tipper, general sales manager, General Motors Export Company, is scheduled for November 5. On November 12, Tom Skeyhill will talk on Mussolini.

Two speakers are on the program for November 19—Allan Brown, advertising director of the Bakelite Corporation, and Anna Steese Richardson, of the *Woman's Home Companion*. Capt. Donald MacMillan will speak on December 3.

Vaughan Flannery, vice-president and general art director of Young & Rubicam, Inc., will speak on December 10. The annual three-day direct-mail exhibit comes on January 20, 21 and 22. Carroll Rheinstrom, vice-president of Liberty, speaks January 28.

## Cleveland Club Celebrates Thirtieth Anniversary

A luncheon on October 7, with Newton D. Baker, former secretary of war in President Wilson's cabinet, as the speaker, marked the highlight in the celebration held by the Cleveland Advertising Club on its thirtieth anniversary. This luncheon, at which Mr. Baker stressed the relation between advertising and world peace, was but one feature of a four-day celebration.

The first event held was a radio luncheon combined with Ladies' Day sponsored by the radio division of the club. An oldtimers' reunion was held on the next day followed by a special game night.

## London Women's Club Elects

For the 1931-32 season the Women's Advertising Club of London, England, has elected the following officers: President, Miss Bourne; vice-president, Mrs. Kingdon Ward; treasurer, Miss Parker, and secretary, Miss Cornforth. Miss E. M. Woodyard is representative on the Advertising Association and Mrs. A. E. Pearce is press secretary and delegate to Clubs' Council.

## Appleton Club Re-Elects

Herbert M. Goldberg was re-elected president of the Appleton, Wis., Advertising Club at its annual meeting. Other officers re-elected are: Earl Wichman, vice-president, and A. J. Geniesse, treasurer.

Wayne Jones was elected secretary to succeed Harry Norman.

## Western Golfers Elect H. S. Irving

**H. S. IRVING**, Irving-Cloud Publishing Company, was elected president of the Western Advertising Golfers Association at its annual meeting last week. He succeeds Courtney D. Freeman, *Popular Science Monthly*.

E. R. Goble, Stack-Goble Advertising Agency, and H. G. Schuster, *Chicago Daily News*, were elected first and second vice-presidents, respectively. H. Eldredge Cole, Crowell Publishing Company, is the new secretary and Samuel R. Penfield, Curtis Publishing Company, was named treasurer.

The following will serve on the board of directors during the coming year: George H. Hartman, J. L. Sugden Advertising Company; H. K. Clark, *New York Sun*; R. W. Richardson, Macfadden Publications; Layton L. Northrup, *McCall's Magazine*; George R. Cain, Swift & Company; C. B. Goes, Jr., Goes Lithographing Company; Lloyd Maxwell, Williams & Cunningham, Inc.; John Petrie, John M. Branham Company and C. D. Freeman, the retiring president.

George H. Hartman won low gross honors in the season's final golf tournament, which preceded the election meeting. He had a card of 123 for the twenty-seven holes. H. W. Markward was runner-up, with 130.

First low net was won by J. T. Finley, with 147-33-114. C. Ensinger won second low net honors. J. T. Seehoff won the prize for low putts with a forty-six total.

The winning low gross foursome was comprised of C. H. Shattuck, J. T. Seehoff, Don Heinly and B. Brown. Members of the second place low gross foursome were J. W. Barton, L. T. Piper, W. D. Washburn and H. W. Markward.

E. R. Goble, H. G. Schuster, C. B. Goes and G. R. Cain made up the first low net foursome, while the quartet composed of H. O. Coleman, H. E. Cole, J. L. Sugden and G. H. Hartman were members of the second place foursome.

## E. M. Racey Heads Tenth District

Erle M. Racey, of Tracy-Locke-Dawson, Inc., Dallas, Texas, advertising agency, was elected president of the

Tenth District of the Advertising Federation of America at the closing session of its annual convention held at San Antonio, October 11 to 13. A. M. Cohen, advertising director of the Beaumont, Texas, *Enterprise* was made vice-president and Mrs. Mary Baker Clark, advertising manager of the Tiche-Goettinger Company, Dallas, was elected secretary-treasurer. Directors elected were: Kenneth



E. M. Racey

Sutton, Beaumont; Carl Muller, Austin; U. S. Abbott, Wichita Falls; Fred Bessler, Fort Worth; Alfred Edwards, Waco; George Forristall, Houston; Bess Munger, Houston; J. B. Higdon and William Brockhausen, San Antonio.

Frank G. Huntress, publisher of the San Antonio *Express and Evening News*, outlined the advertising campaign of the City of San Antonio and recommended that a similar plan be used to advertise the State of Texas as a whole. Other speakers included Leslie M. Barton, Chicago; E. H. McReynolds, St. Louis; Lowrey D. Martin, Corsicana, Texas; Clyde Craft, Fort Worth, and Joe Buckingham, Dallas.

## To Plan Advertising Exhibit for Chicago World's Fair

O. C. Harn, A. W. Sherer, Guy C. Smith, William S. Hedges and Burr L. Robbins have been appointed to the committee in charge of the advertising exhibition for A Century of Progress, the Chicago world's fair in 1933. Mr. Harn is to represent the Chicago Advertising Council, Mr. Sherer the American Association of Advertising Agencies, Mr. Smith the Association of National Advertisers, Mr. Hedges the National Association of Broadcasters and Mr. Robbins the Outdoor Advertising Association of America.

## Heads St. Louis Women's Club

Miss Elna Engelhardt, of the Better Business Bureau of St. Louis, has been elected president of the Women's Advertising Club of St. Louis. Other new officers are Miss Evelyn E. Powell, vice-president; Miss Josephine Durham, secretary; Miss Louise Edwards, treasurer.

Committee chairmen are: Miss Ida Lee Pollock, program; Mrs. Frank J. Bruno, education; Miss Myrtle Lowe, membership; Miss Irene Grey, publicity; Mrs. Daisy Worthen, employment; Miss Beatrice J. Adams, attendance, and Miss Marie Capp, entertainment.

# The Little Schoolmaster's Classroom

"**A** GAIN we say: 'Their Hands Shall Not Be Idle'."

And so Hardman, Peck & Co., in a double-page newspaper advertisement, repeat a constructive move that captivated the Schoolmaster's fancy eight months ago when it was first initiated.

Hardman, Peck have been making pianos for eighty-nine years. They have craftsmen in their plants who "with the magic in their hands have given to lifeless wood and metal a soul" and who have been so occupied for twenty, thirty and even fifty years of their lives.

A year ago, those men were threatened with idleness. To prevent those skilled hands from losing their deft touch, the company advertised that for six days it would sell, without profit, any piano in its line. "Their hands shall not be idle" was the striking caption of the full-page advertisement announcing the plan.

The public responded. In the six-day period, the company sold more than 10 per cent of the total units sold during the full year of 1930. The number of people who visited the company's retail stores jumped 600 per cent.

Recently, Hardman, Peck craftsmen have again been working part time. Again, the company has said "Their hands shall not be idle"—this time, in double-page space. And once more the Schoolmaster applauds.

But with his enthusiasm running high, a still voice persists in whispering: "What would happen if any large number of companies adopted the same policy?"

\* \* \*

In last week's **PRINTERS' INK**, Stuart Campbell, vice-president of Kenyon & Eckhardt, Inc., advertising agency, asked where the retail price war was going to end. The Schoolmaster hasn't got the answer, although one notion that persists in the back of his head is that a sizable chunk of these "extraordinary, sensational, tremendous,

spectacular sales," as Mr. Campbell calls them, would be quite impossible were it not for the co-operation of manufacturers.

These store-wide sales are not usually conducted at a loss. How, then, are the stores able to offer the amazing values that are featured? The answer, of course, is that they have induced manufacturers to chisel prices to the bone. Strangely enough, it often happens that manufacturers take a direct loss on merchandise specially sold to stores for these sales, while the stores, themselves, make a profit on the transaction and also get whatever credit and glory may accompany these special sale events.

Consequently, it follows that no considerable progress is going to be made in bringing retailing back to sanity until manufacturers, themselves, mend their ways.

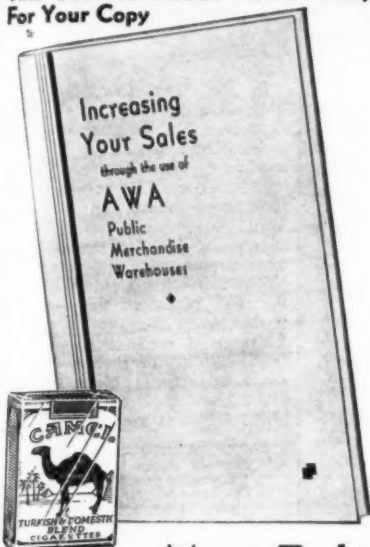
\* \* \*

The Schoolmaster learns that during September and October, General Foods is staging its greatest sales drive on Jell-O. As part of the drive, the company is making what it believes to be the largest premium offer ever made on any packaged grocery item.

The plan is to distribute, through grocers, millions of Jell-O aluminum molds and a recipe booklet. Each customer who buys six packages of Jell-O will receive a set of four molds and the booklet. The offer is being advertised in every city with a population of 25,000 or more, and in a large list of cities of 10,000 and more. The grocer gets the molds without charge.

The campaign appeals to the Schoolmaster because it has some decidedly interesting merchandising aspects. First, the plan helps the dealer to sell six packages instead of one or two. Second, those molds, once they get into the home, encourage more frequent use of Jell-O. Third, use of the molds brings with it a demand for other ingredients in addition to Jell-O. Fourth, the molds are distributed

**This Book Is FREE! Write Today  
For Your Copy**



## Meet Today's Problems by Cutting Your Distribution Costs

**TO INSURE** profits nowadays, manufacturers must distribute their merchandise with maximum efficiency and at minimum cost. Many of America's industrial leaders—including the R. J. Reynolds Tobacco Company—have found that the use of public warehouses improves their distribution and at the same time lowers their cost.

L. F. Owen, Traffic Manager of the R. J. Reynolds Tobacco Company, says: "We use AWA Warehouses from coast to coast for the distribution of Camel Cigarettes and Prince Albert Smoking Tobacco, 'The National Joy Smoke'. We have found that by using public warehouses we are able to give our customers quicker service and thereby save considerable time in transportation; and, incidentally, have cut down losses and damage claims to a very low minimum."

No matter what you make or market, AWA warehouses (located in every distribution center of importance, throughout the country) can furnish all necessary facilities and service required for the strategic spot-stock distribution of your raw materials, manufactured articles or service parts.

### ✓ WRITE FOR FREE BOOK

Full details of the AWA Plan of Distribution are described in our 32-page booklet: "Increasing Your Sales Through the Use of AWA Warehouses." Have your secretary write today for your copy.



**AMERICAN WAREHOUSEMEN'S ASSOCIATION**  
1942 Adams-Franklin Building Chicago, Illinois

# I can bring New Business

to any agency  
deserving it!

Such agencies as Cowan & Dengler and Ruthrauff & Ryan deserve new business because they are able to make their clients prosper. I could make money for these agencies, or for any other agency able to make money for its clients. . . . Just how, in these times of severe competition, I'll gladly tell in a personal interview . . . if the president of some worthwhile agency answers this ad!

Address "G," Box 104, Printers' Ink.

**1932**

## Refrigeration Directory

**Complete Buyers' Guide  
of a fast-moving industry**

Listing all manufacturers of refrigeration equipment, parts, supplies and materials, also production and service tools, related and companion merchandise, etc. Complete distribution to executives, engineers, dealers, etc.

*Go after business where business is!*

Write today for details.

**Business News  
Publishing Co.**

Publishers of

**Electric Refrigeration News  
Refrigerated Food News**

550 Maccabees Bldg. Detroit, Mich.

only through the grocer, and since they are being featured in a large advertising campaign, the retailer is intimately tied up with the consumer advertising—a neat merchandising job.

\* \* \*

In PRINTERS' INK, October 1, 1931, were described a series of inexpensive but unusual broadsides created by Sargent & Company, hardware manufacturers. These broadsides were so successful that they were chosen by the Direct Mail Advertising Association as comprising one of the fifty best mail campaigns of the year.

The Schoolmaster has just seen the most recent of this series and wishes to present its copy to the Class as a study that should be profitable in these days when so many advertisers claim so much more than they can possibly deliver. Here is the copy:

*We do not claim—*

That we are the only people who can make good hardware, nor  
That every piece of hardware we make is better than anyone else can make, nor  
That everything we do is perfection.  
We do not claim any of these superhuman qualities.

*But we do claim—*

That the SARGENT product is of uniform high quality.  
That we make many items that are rightly classed as the best.  
That many of our items are mechanically superior  
That many of our items are leaders in design.  
That we make a larger assortment of merchandise essential to a live dealer than any other manufacturer.

Certainly that is not a modest statement, but on the other hand it has the right mixture of sincerity and pride in manufacture which, to the Schoolmaster at least, carries a ring of conviction without overstepping the bounds of reasonable claims.

\* \* \*

The Schoolmaster agrees with those people who are asking that banks make a change in the form and manner of their reports of financial condition. Even the most liquid and strongest banks, by the grouping of unrelated items make it almost impossible for the better

# One-Man and One-Horse

**T**HERE'S a world of difference between a one-man and a one-horse organization.

The one-horse outfit usually consists of a lone person and a desk. The one-man organization may have ten, 100 or 1,000 on its staff—it's a one-man business because nothing important is ever done without one man's approval.

Stop to think of it—most companies are one-man organizations. And because that one man holds control of every phase of the business, he is the one man hardest to see.

He has to save seconds.

That means as few interviews as possible. It also means reading the **PRINTERS' INK** Publications, which give him, in a few hours, merchandising, sales and advertising information that would otherwise take him weeks to get.

His signature doesn't usually appear on the dotted line. But he signs every order that amounts to anything just the same.

Your salesmen probably can't get to him. But you can get those magic initials working for you by telling the one man in the one-man organization your story in the

## PRINTERS' INK PUBLICATIONS



**"THAT FELLOW BOTT"**

Writes advertising that impels and appeals. Ideas galore. Clients in Alaska, France, Canada and throughout U. S. A. What's that about "a better mousetrap"? Send details of your proposition and we'll send ours. If you want that INSTANTANEOUS APPEAL write—

**Bott Advertising Agency**

Dept. H ☉ Little Rock, Arkansas

**Depression + Stimulation = Normalcy**

The Plus factor (sales stimulation) is found and named in "POWERS THAT MOVE MEN TO ACTION."

Results under test: 150% increase in gross returns . . . 208% increase in net profits.

Mailed Without Charge on Letter-Head Request

**ROBERT RUXTON**

10 High Street

Boston, Mass.

Available

**SALES PROMOTION AND ADVERTISING MAN**

Record of success. Six years' experience (four technical). Specialist on exhibits. Knows direct mail and catalog work. College graduate. Married. Book of specimens and photos worth seeing. Address "E," Box 103, Printers' Ink.

**•Managing Director...**

with wide experience in manufacturing, merchandising, sales and advertising . . . offers his services to a concern in need of more gross sales and more net profits.

This man understands human nature, knows how to get things done quietly and quickly . . . can uncover new uses for an old product . . . can inject a new sales IDEA into your business that will secure orders . . . can create advertising that brings results.

He is married, owns his home, traveled extensively in U. S. and foreign countries . . . a man who can manage or supervise the factory production, advertising and sale of your product. Write him in confidence to "D," Box 102, Printers' Ink.

than average man to know their assets and liabilities.

Most of the Class can testify to the fact that when a man enters a bank for a loan he is asked to furnish a number of facts about his financial condition. It ought to be fair to have the idea work the other way round also. The depositor might like to know if the bank owns securities whether they are carried at their face value or at present market values. Other bits of pertinent information which would indicate the actual financial condition of the institution in simple understandable fashion, would, it seems to the Schoolmaster, prove decidedly helpful. Restoring public confidence in the banking system is one of the great objects of recent government action. The banks could help along this process greatly by going a whole lot further with their stockholders and depositors in the matter of giving more information in more simple form.

\* \* \*

Your Schoolmaster once sent a letter to a newly made acquaintance and, though he prided himself on the good impression which his carefully constructed epistle would make, he discovered, too late, that he had failed to attach the necessary postage. Embarrassment ran high in the Schoolmaster's mind. Knowing what his own feelings would be in such an instance, he could imagine the recipient of the letter, after having complied with the postman's request for the missing postage, hurriedly tearing open the letter and exclaiming, in tones akin to disgust, "Why, it's only from that Little Schoolmaster." And the Schoolmaster saw his social prestige, held as it is on a margin, drop a good ten points.

The Schoolmaster feels that such an error of omission, committed in the mailing of advertising matter, will create an injury to the goodwill of the sender that must be multiplied in proportion to the size of his mailing list. How to beg

TORONTO  
HAMILTON  
HALIFAX  
MONTREAL  
LONDON, Eng.

**"GIBBONS KNOWS CANADA"**

**J. J. GIBBONS Limited**

CANADIAN ADVERTISING AGENTS

WINNIPEG  
REGINA  
CALGARY  
EDMONTON  
VICTORIA  
VANCOUVER



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forgiveness, once the sin of insuffi-  
cient postage has been committed,  
is a problem that deserves careful  
consideration. A member of the  
Class recently pointed out the way  
in which The Industrial Publishing  
Company, Cleveland, handled such  
a situation. The letter which  
the Schoolmaster quotes hereafter,  
signed by the president of the of-  
fending company, was received as  
a follow-up to a folder which had  
arrived with insufficient postage.  
Attached to its letterhead was a  
stamp to cover the missing postage.

## GENTLEMEN:

Enclosed please find a two-cent stamp  
which we owe you.

Last week you received a folder en-  
titled "Stars" telling you of the acqui-  
sition of another star on our Editorial  
Staff. Through a mistake in our Mailing  
Department we mailed them out with a  
two-cent stamp and we understand they  
required four cents so that you paid  
two cents more and here's our stamp in  
payment.

Thanks very much and we are sorry  
that it happened.

Yours very truly,

A frank and effective way of  
handling a delicate problem, in the  
Schoolmaster's opinion. If the oc-  
casion again arises, which the  
Schoolmaster hopes it will not, he  
will use just such a method to pro-  
tect his own social prestige against  
further disastrous descent.

\* \* \*

Ensemble selling is the order of  
the day and there are few fields in  
which it is not in evidence. Barber  
shops throughout the country, how-  
ever, might take a tip from a small  
shop operating in a Y.M.C.A.  
building in New York where the  
Schoolmaster has found the ensem-  
ble idea used in the purveying of  
tonorial service. This shop offers,  
the Schoolmaster has discovered, a  
daily special which, at the time, in-  
cluded a haircut, shave, shampoo  
or massage and tonic, all four for  
\$1. What an opportunity for com-  
binations—breakfast special, shave,  
shoeshine and haircomb, 35 cents:  
or, midday combination, for the  
more fastidious, manicure, mus-

## LOUIS A. LEPIS, INC.

*announces the appointment of*

**LEONARD JACOBY, JR.**

*as Sales and Service*

*Representative*

The creative talent and practical type,  
layout, direct mail and printing expe-  
rience that Mr. Jacoby brings to our  
organization is another step in our un-  
tiring vigil to render a complete and  
intelligent service in the production of  
advertising typography and literature.

Telephone: VAnDerbilt 3-8874

228 EAST 45TH STREET, NEW YORK, N. Y.

STATEMENT OF THE OWNER-SHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF PRINTERS' INK, published weekly at New York, N. Y., for October 1, 1931.

STATE OF NEW YORK,  
COUNTY OF NEW YORK, ss:

Before me, a Notary Public in and for the State and county aforesaid, personally appeared John Irving Romer, who, having been duly sworn according to law, deposes and says that he is the editor of PRINTERS' INK, and that the following is to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication: for the date shown in the above caption required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Printers' Ink Publishing Co., Inc., 185 Madison Ave., New York, N. Y.; Editor, John Irving Romer, 185 Madison Ave., New York, N. Y.; Managing Editor, R. W. Palmer, 185 Madison Ave., New York, N. Y.; Business Manager, David Marcus, 185 Madison Ave., New York, N. Y.

2. That the owners are: Printers' Ink Publishing Co., Inc., 185 Madison Ave., New York, N. Y.; John Irving Romer, 185 Madison Ave., New York, N. Y.; R. N. Romer, 185 Madison Ave., New York, N. Y.; Richard W. Lawrence, 185 Madison Ave., New York, N. Y.; Estate of R. E. Lawrence, 185 Madison Ave., New York, N. Y.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

John Irving Romer, Editor.

Sworn to and subscribed before me this 30th day of September, 1931.

Eugenia Peers Hiscano,  
Notary Public, City of New York.  
(My commission expires March 30, 1933.)

taches trimmed and violet water, 65 cents. The Schoolmaster secretly hopes that a combination tip will be worked out as well—one tip, 10 per cent, to cover all—bootblack, manicurist, barber and hat check attendant—but perhaps this is an unattainable tonsorial utopia of which the Schoolmaster is dreaming.

### S. B. Robertson Transferred by Goodrich

S. B. Robertson, vice-president and general manager of the Pacific Goodrich Rubber Company, Los Angeles, has returned to the Akron, Ohio, headquarters of the Goodrich company as vice-president and general manager of the tire division. He is succeeded as vice-president and general manager of the Pacific Goodrich company by T. B. Farrington, formerly general manager of the factory service division at Akron.

### "Sports Afield" Has New York Office

*Sports Afield*, Minneapolis, has opened a New York office at 239 West 39th Street. Harry E. Dimond, formerly with the Minneapolis office of this publication, will be in charge of the new office.

### L. E. Ore Joins Wylly Agency

Leigh E. Ore, formerly manager of radio station WLBW, Oil City, Pa., and later manager of radio station WJSV, Mount Vernon Hills, Va., has been appointed director of the radio division of R. D. Wylly, Inc., Washington, D. C., advertising agency.

### Now Business Manager, "Toy World"

Miss Corena E. Daugherty, former editor of *Toy World*, San Francisco, is now business manager of that publication. She is succeeded as editor by Jasper P. Lord.

### H. T. Dee Joins Norfolk "Ledger-Dispatch"

H. Thomas Dee, formerly classified advertising manager of the Norfolk, Va., *Virginian-Pilot*, has joined the advertising department of the Norfolk *Ledger-Dispatch*.

### Have You Satisfactory Representation in Ohio?

Man with broad advertising and merchandising experience, and one who has spent many years on the firing line, desires a sales connection in the Ohio district where ability and hard work will produce substantial earning possibilities. Address "R," Box 105, care Printers' Ink.

A PA  
man  
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Box 5

EDITO  
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410

Young  
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## Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75  
First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**A PARTNERSHIP IS OFFERED** to a man preferably with sales experience, who would be interested in an original Publishing-Advertising proposition. 2,000 dollars required. Box 516, Printers' Ink.

### EMPLOYMENT SERVICES

For over thirteen (13) years we have successfully served General Managers, Sales Managers, Advertising Managers, Operating Managers, Comptrollers, Treasurers and other \$5,000.00 to \$50,000.00 men. We can help you, too. This is a NATIONAL INSTITUTION, but we do not discuss our work by correspondence. We want to see the men we accept as clients before offering our services to them. **INDIVIDUAL. CONFIDENTIAL.** Jacob Penn, Inc., 535 Fifth Avenue, cor. 44th Street, New York.

### HELP WANTED

**WANT YOUNG MAN, CHRISTIAN**, with solid training in copy writing and layout work, preferably along industrial lines. State salary and experience. Box 504, Printers' Ink.

**EDITOR WANTED — ONE FULLY EXPERIENCED IN DRY GOODS FIELD. GIVE COMPLETE DETAILS AND SALARY EXPECTED.** BOX 506, PRINTERS' INK

**Experienced Bookkeeper** to take full charge of Advertising Agency's books and accounts. State in writing experience, references, remuneration, when available. Box 505, Printers' Ink.

**Two Seasoned Advertising Solicitors**, having contacts with agencies and accounts, wanted by old established English-Jewish high-class national magazine. Commission basis. Write fully. Box 507, Printers' Ink.

**Two Young Men—25 to 30**, with a fairly complete knowledge of advertising are offered an attractive connection. The job is selling. It promises to be unusually remunerative to diligent workers. Write in complete detail. Box 509, P. I.

### MISCELLANEOUS

**Wanted:** Articles in wood, glass, metal, paper, etc., with a portrait of George Washington.

ST. LOUIS PLUME CO.  
410 Lucas Ave., St. Louis, Mo.

### POSITIONS WANTED

**Young Lady** possessing exceptional business acumen seeks responsible position; ten years' advertising background, agency and class magazine; excellent correspondent secretary-stenographer; college education. Box 519, Printers' Ink.

**ARTIST**—Good figure work, lettering, layout, mechanical photo retouching. Quick, creative and modern. First class references. Thirty-five dollars per week. Box 508, Printers' Ink.

**Man with Eight Years' Experience** as production and purchasing manager of lithographed window and store displays. Knowledge of printing and photo-engraving. Box 514, Printers' Ink.

**EDITOR**—McGraw-Hill and farm paper background; 6 years' agency writing, selling experience. A two-job man—editing and promotion. In Chicago, go anywhere. Box 501, Printers' Ink.

**Publishing Executive—20 years'** advertising and editorial experience, seeks permanent connection with magazine, publishing house or advertising agency; small investment considered. Box 511, P. I.

**Assistant Editor**—Competent young man leaving my employ offers 7 years' editorial, make-up, production experience; college education. \$30. Can vouch for his reliability. Box 515, Printers' Ink.

**Advertising Solicitor**—successful record—eight years national advertising—two metropolitan newspapers and six years on trade papers—is seeking position with established publication in East. Box 517, P. I.

**ADVERTISING SALESMAN — HIGH-GRADE, 20 YEARS' EXPERIENCE, SEEKS CONNECTION WITH RESPONSIBLE PUBLISHER, SALARY AND COMMISSION.** Box 512, P. I.

### DIRECT MAIL SPECIALIST

Barrels of ideas—dynamic layouts—finished art work—five years art director in New York agency—college man—will work anywhere—moderate salary. Box 518, P. I.

## ADV. WRITER

Twelve years copy chief for N. Y. agencies and adv. mgr. for large mfra. Full or part time. Box 502, Printers' Ink.

**DIRECT MAIL ADVERTISING WRITER** of unusual experience wants job that he can make bigger. Fifteen years of persuasive, humanized appeal advertising. Versatile. Pleasing personality. Thorough knowledge of printing. Box 503, P. I.

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